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The Good ROSES OF New Castle

SPRING
SUMMER
FALL
1943

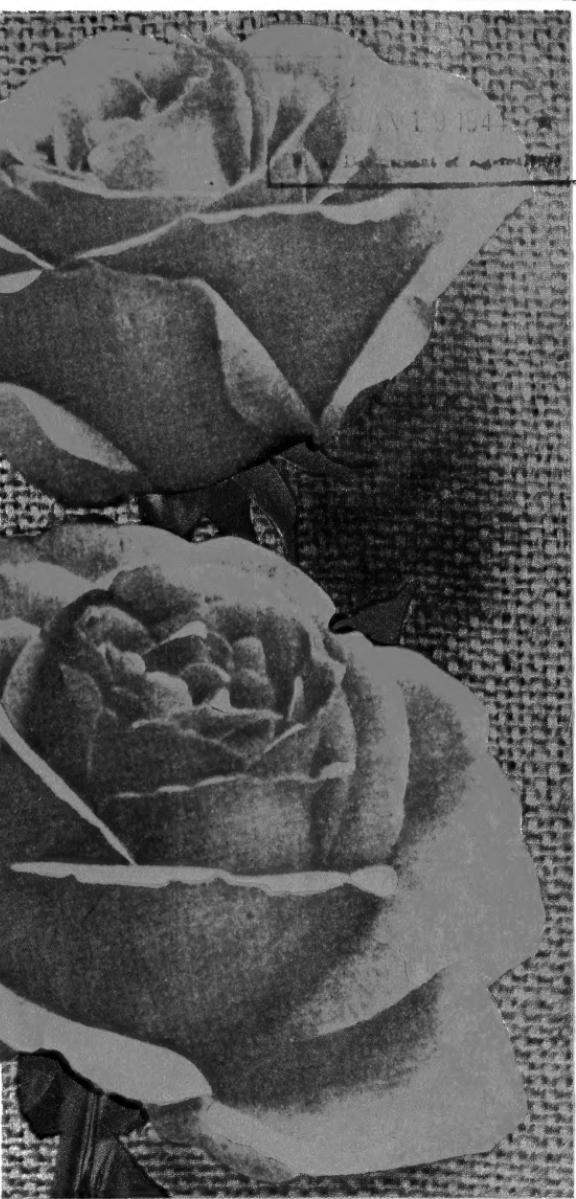
DAVID O. DODD

Magnificent Everblooming
Crimson Bush Rose

Beautiful buds, enormous double, deep crimson flowers, 6 to 7 inches across. Free blooming. Sturdy bush 3 to 4 feet high. A great crimson Rose. Hardy, A clean, healthy. Grow David O. Dodd for complete satisfaction. (Further description on Page 5.)

\$1.00 each

2-Year Plants, Dormant
Postpaid Until April 15th
1st Size, 35c each; 3 for \$1.00
Postpaid



Plant
Roses for
Morale!



47th
YEAR

HELLER BROTHERS CO.

P. J. LYNCH & SONS, Owners

NEW CASTLE, INDIANA

THE GOOD ROSES

Dear Friend:

Here is your copy of our 1943 catalog. You will find it a beautiful book . . . and also find we have made several changes in our policies—to meet present emergencies.

But—winning the war comes FIRST! and all sacrifices or demands our government may decide upon for this *one* purpose—to WIN—we will meet with all we have to give!

The **Good Roses of New Castle**, the Famous Own-Root-Roses—now an almost exclusive American product—are ready for your gardens. They are in greater demand than ever before—as Americans need roses and other garden plants more than ever before to keep our morale up to a high standard.

For nearly 50 years, we have produced millions of Own-Root-Rose plants. Grown by our own special methods, we perfect a strong root system, which is the life of the plant. The scientific care given our Roses assure you healthy, clean, sturdy plants—and because they come direct-to-you from the grower, we take about all the risk out of your Rose-growing.

This year, 2-year and star size Rose plants will be shipped to you dormant, postpaid, at prices named, until April 15th. After April 15th, and throughout the year, 2-year-old Roses will be potted plants, all soil around the roots, shipping charges collect.

Please read our Shipping instructions, and details of our changes for 1943 elsewhere on this page. They are important!

Also, while we will strive to fill your orders without delay—labor shortage, both in our office, and production department has and will continue to make our work difficult. Please be patient if delays occur. These are war times—and we must *all* help to *win* the war!

Yours for Victory,

P. J. Lynch, Sr., President



Ensign P. J. Lynch, Jr.



Mark F. Lynch



P. J. Lynch, Sr.

LEAVES HELLER'S FOR NAVY

Patrick J. Lynch, Jr., general manager of the Heller Bros. Co., New Castle, Ind., has been commissioned Ensign in the naval reserves and is now on active duty. He is a graduate of the University of Notre Dame, South Bend, Ind., where he majored in chemical engineering. His father, with whom he owns the business, is a member of the law firm, Lynch and Anderson, at New Castle, Ind., and will continue the business of the Heller Bros. Co. Another son, Mark, was killed in an automobile accident while stationed with the army at Fort Benjamin Harrison, Indianapolis, Indiana, July 30, 1942 edition.

SHIPPING INFORMATION

2-year-old Roses will be DORMANT PLANTS until April 15, 1943, SENT POSTPAID at prices named.

After April 15, 1943, 2-year roses will be potted plants, sent Express with all soil around roots, SHIPPING CHARGES COLLECT. No charge for this additional packing. If you have no Express Office, be sure to say so, goods then shipped Parcel Post, shipping charges collect.

All OTHER plants, shipped postpaid, unless included in order with 2-year potted roses after April 15th, 1943, when they will come shipping charges collect. All plants wrapped separately, all soil around roots. This extra packing more than offsets shipping charges.

Important! PLEASE READ

STAR SIZE ROSES—After April 15th we can furnish in potted roses, all varieties in this catalog in de luxe Star size, large specimen plants, at the following prices: All 2-year rose plants priced 75c, now available in Star size plants at \$1.00 each; all 2-year roses priced 80c each, in Star size at \$1.05 each; all 2-year-old roses, priced 85c, in Star size, \$1.10 each; all 2-year-old rose plants priced \$1.00 each, Star size at \$1.25 each; sent shipping charges collect, each plant wrapped separately, all soil around roots.

PRICES

The prices in this catalog are subject to change without notice, and are our only prices. Please do not ask for special prices unless you desire to purchase in units of 50 to 100 of a variety. Owing to shortage of help, we can answer letters only

when written separately from your order, with a stamped envelope for reply.

SUBSTITUTIONS—If we are unable to furnish a particular item of any kind, we will substitute something of equal value, unless you direct us not to.

OF NEW CASTLE

PLANTING INSTRUCTIONS

IMPORTANT—Lest there be any misunderstanding we want to stress this point. Own-root Rose plants, both dormant and potted plants, are smaller in size than field grown budded Roses. These own-root plants have endurance, long life; in fact, they are indeed the rarest and most highly valuable of American Rose products. We are among the few firms now growing own-root Rose plants, and after 50 years experience continue to believe they are the best Rose plants for beginners. Amateur growers everywhere are rapidly coming to this conclusion. Our own-root Roses, world famous, will not let you down. Take our word for it. We have sold millions of them to the perfect satisfaction of our friends all over the world.

SOIL—Good garden soil, such as will grow perennials, annuals, or vegetable crops is ideal. When possible, enrich the soil with humus material such as peat moss or well-rotted cow manure. Bone meal may be sprinkled upon the soil and turned also, for good results. In preparing the bed, spade deeply, 15 inches or more if possible, for good drainage and to hold moisture in dry weather.

PLANTING—Plant Roses as a rule, if in beds, 18 to 24 inches apart. Baby Roses 12 to 18 inches apart. There is nothing ironclad about this—space them to suit your own tastes and to fit your situation. Put the plant down well into the soil—deeper than they have been grown in the soil here. Firm them thoroughly into the soil, leaving a slight depression around the plant to hold the moisture. After planting pour water around the roots until you are sure that the soil at the bottom of the roots is thoroughly wet. Don't be afraid to water at this period, and when this is done don't water until the soil has dried out somewhat. If the roots are kept wet all the time the young feeding roots will not develop. Allow the Roses to become a little dry occasionally, and then water thoroughly. Roots are developed when the plants are on the dry side from time to time. Syringe the under side of the foliage frequently with water under pressure. This will keep the plants free of a great many insects and helps to maintain health.

As the plants bloom, cut the flowers as they appear, and have the pleasure they are intended to give. The cutting of the blooms helps to develop more blooming shoots. When the plants are growing actively, feed them approximately every ten days to two weeks, lightly, of course. Mulching with cow manure during hot, dry weather will aid greatly in keeping the plants growing lustily during this period.

WINTER PROTECTION—Don't commence protection until real freezing weather is at hand. First allow the plants to become dormant, then heap soil about the base of the Rose to a height of 4 to 6 inches. Just prior to rigorous winter weather cover the tops of the plants with cornstalks, straw, or similar material, this to shade the plants from mid-winter and early spring sunlight and,

too, to deflect drying winter winds. Uncover the plants, the tops first, then the base, when growing weather is close at hand and the "eyes" or buds begin to swell.

PRUNING—Pruning may be done either in the spring or fall, in both instances, while the plants are dormant. Cut out a great percentage of the small wood, allowing the strength of the plant to produce new growth from the sturdier canes. Prune out about one-third to one-half of the growth of the plant. In subsequent years the plants may be pruned to within about six inches of the ground level.

MILDEW—This leaf disease makes itself apparent by a whitish fuzz upon the foliage. Being a fungus it thrives during the moist, damp conditions of spring and fall. Effective prevention or control can be had by spraying with Tri-ogen or dusting with sulphur powder.

BLACK SPOT—True to its name, this fungus shows itself as a black (sometimes brown) spot in the leaf. It, too, is promoted by the presence of water upon the foliage during the cool nights of spring and fall. Spray with Tri-ogen or dust with sulphur as a preventative, remove all infested leaves from the garden in controlling the disease.

IMPORTANT—Dormant plants should be planted early. They may be kept for a long time by putting them deep in the ground, in a protected place, keeping the soil high up around the stems; keep moist, not wet, until ready to be set out.

NOTE—2 year-old Roses will come to you up until April 15 in dormant plants, shipping charges prepaid. They will be pruned by us to a certain extent, but if you so desire—and we believe it would be to your advantage—you can prune them back still further. They will then throw out stronger shoots than they would if they were not trimmed back in the manner suggested.

To Whom It May Concern:

"P. J. Lynch and Sons, owners of Heller Brothers Company, stand high in the business community and do an extensive nation-wide business. We recommend them as honorable, upright business men, whose guarantee may be relied upon at all times." Citizens State Bank, New Castle, Indiana.

SHIPPING DETAILS, AND CHANGES FOR 1943

SAFE ARRIVAL

We guarantee safe arrival of all shipments in U. S. A. proper. Complaints, if any, must be made immediately upon arrival of goods, otherwise, we can not entertain them.

We give no guarantee, either express or implied, as to the quality of productiveness of any plants or bulbs we sell.

All stock is invariably true to name, but we do not guarantee it.

Please write or print your name and address plainly on each order.

ORDER EARLY!

Please use enclosed order blank. Use a separate sheet, and send stamped, addressed envelope for reply if information is wanted.

Kindly send cash with order, but if more convenient, goods will be sent C.O.D. Please register currency. Stamps accepted in small amounts. With personal check, please send 5c extra to cover bank charges. Make remittances payable to HELLER BROTHERS COMPANY, New Castle, Indiana.

If your order amounts to less than \$1.00, please send 25c extra

to cover increased costs of packing material, labor, etc., on small orders.

Please state when order is to be shipped, otherwise shipment will be made as soon as possible when order is received. If we deem it expedient, shipment will be made by parcel post, shipping charges C.O.D., rather than by express, shipping charges collect.

War restrictions will be met by us to the fullest degree, and our customers, we know, will co-operate with the same willingness.



LOVELY
Jeannette Heller

OUR Own LOVELY ROSE
The "All-American" Queen
of Bush Roses . . . FOR
ALL AMERICAN
GARDENERS!

•
*Our Lovely Jeannette
Heller Bush Rose
Grows 3-4 ft. High!*
•

*Flowers as Big
As a Teacup*
(SEE PAGE 3)

NOT WHAT WE, BUT WHAT OTHERS SAY

Carlisle, Penna., March 19, 1942

"Everything you say for your Roses is true. Jeannette Heller is wonderful and so is David O. Dodd. The rest are fine. I wouldn't give them for anything if I couldn't get plants like them again. I purchased Roses from you 18 or 20 years ago and still have some of them."

Mrs. Florence L. Kistler

Our Lovely JEANNETTE HELLER Rose

In health, hardiness, tremendous growth, and for continuous blooming, it stands alone, we believe—unparalleled. Has the vigor of an oak, growing in ordinary soil, and under poorest conditions to perfection everywhere. We have seen it here in the ice and sleet still blooming, and in Jamaica, under the tropical sun, literally covered with gorgeous buds and flowers—indeed a convincing test.

The graceful buds, long and pointed, open into wonderful, deep, double, perfectly formed blooms.

The color is indescribable; a beautiful blending of shell-pink in center, shading to rosy blush and pale yellow, sometimes creamy yellow and pearl, then again almost pure pink. It is impossible to describe the different color effects which are duplicated in no other Rose.

Flowers immense, as big as ordinary tea cups; buds beautiful, pointed, enormous. Massive, leathery-like foliage protects it from insect attacks. Plant it where you will—it grows. It blooms constantly. Is an American Rose! Buy American! The proof of goodness in anything is the continued demand for it. We believe this great Rose of ours stands without a parallel in sales. Upwards of a million plants have been sold and planted the world over.

PRICES

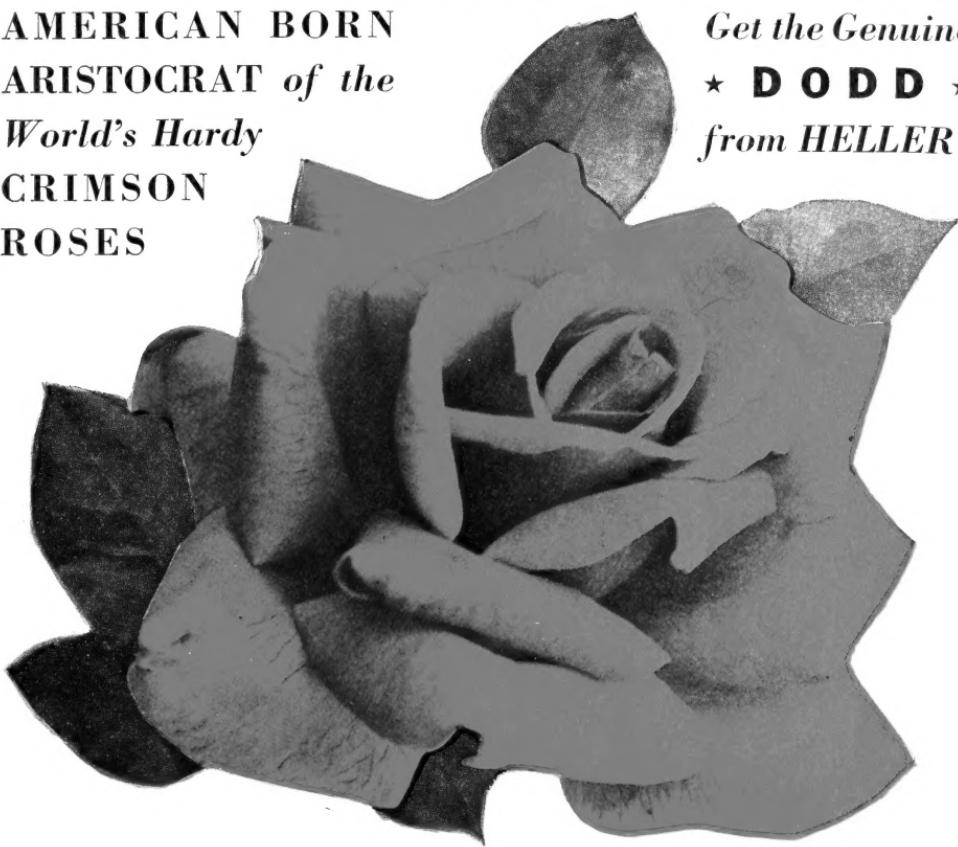
Strong 1st size Roses, 35c each; 3 for \$1.00, Postpaid. 2-year Plants, \$1.00 each; 2 for \$1.75; 6 for \$4.50. 2-year Plants, Dormant, Postpaid until April 15; after April 15 potted plants, sent shipping charges collect; also star size Plants, potted, \$1.25 each after April 15.

AMERICA'S
FAVORITE

David O. Dodd

AMERICAN BORN
ARISTOCRAT of the
World's Hardy
CRIMSON
ROSES

Get the Genuine
★ D O D D ★
from HELLER!



The Glorious **DAVID O. DODD**

It is with pride that we bring this amazing crimson beauty before the Rose lovers of America. DAVID O. DODD stands alone—no other Rose of its color can compare in size and profusion of bloom . . . or for hardiness.

DAVID O. DODD produces in marvelous profusion, flowers 5 to 7 inches across with as many as 50 to 60 petals, on strong stems; a strong bush, growing to the height of 3 to 4 feet. Marvelous in its health and vitality. The magnificent, deep, dark crimson flowers, flushed deep scarlet, are borne on long, stiff stems. Buds superbly formed; both buds and flowers are of immense size, deliciously perfumed. Continuous blooming. Foliage very large, disease resisting. Hardy in all sections of the country.

DAVID O. DODD will astonish and amaze you. A great American novelty of the highest merit. We have an immense stock this year but we advise early reservations. Ours is the original stock. Be sure to get the genuine DODD—an American born aristocrat which challenges any foreign creation. Buy American.

—PRICES—

Strong 1st size Roses, 35c each; 3 for \$1.00, Postpaid. 2-year Plants, \$1.00 each; 2 for \$1.75; 6 for \$4.50. 2-year Plants, Dormant, Postpaid until April 15; after April 15 potted plants, sent shipping charges collect; also star size Plants, potted, \$1.25 each.

See Page 2.

HARDY *Everblooming*



Templar

TEMPLAR (See Illustration)—Clear, bright crimson-red of exceedingly double form. Flowers wonderfully beautiful. **2-year plants, 75c each; 1st size plants, 30c each.**

MRS. A. R. WADDELL (See Illustration)—Rivals "Rev. F. Page-Roberts." Better grower, beautiful buds, large flowers, very double; rosy scarlet, reverse shaded salmon tints. Really a jewel among Roses; too little known. Distinct, strong, free, hardy. **2-year plants, 75c each; 1st size plants, 30c each.**

SOUV. DE PIERRE NOTTING (See Illustration)—Color apricot-yellow, tinged with golden and mixed with orange-yellow, edge of petals shaded carmine-rose. **2-year plants, 75c each; 1st size plants, 30c each.**

LADY PLYMOUTH—A Rose similar to Souv. De Pierre Notting, which means a handsome bud, full double bloom of large size. Deep ivory-cream, faintly blushed. **2-year plants, 75c each; 1st size plants, 30c each.**

Mrs. A. R. Waddell



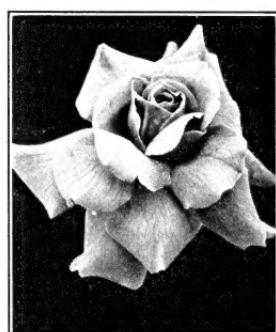
FRANCIS SCOTT KEY (See Illustration)—A magnificent garden Rose named in honor of the author of the "Star Spangled Banner." Color a glowing scarlet with darker shadings. Buds long, pointed, full and double. **2-year plants, 75c each; 1st size plants, 30c each.**

HARVARD—A handsome double dark red Rose of exceptional merit. Blooms nearly black. Handsome long-pointed buds opening into a full double of the same dark shade. Fragrant as an American Beauty. Good growth and foliage. **2-year plants, 75c each; 1st size plants, 30c each.**

ROSE HILL—Improved Columbia. Pure rose-pink. Unsurpassed in size, beauty, and healthy growth. **2-year plants, 75c each; 1st size plants, 30c each.**

SILVER COLUMBIA—An offspring of the great "Columbia," with which it is identical. The magnificent flowers, if anything are borne in greater profusion. The fragrance is even sweeter than that found in American Beauty. Color a deep silvery pink, deepening towards the center. **2-year plants, 75c each; 1st size plants, 30c each.**

ROYAL RED—Flowers enormous. Scarlet-red, almost black shadings; delicious fragrance. **2-year plants, 75c each; 1st size plants, 30c each.**



Souv. de Pierre Notting



Francis Scott Key

QUEEN LOUISE—New and beautiful, full double flowers; large, globular shape; color pure white. Strong branching grower. Splendid novelty. **2-year plants, 75c each; 1st size plants, 30c each.**

RED LETTER DAY—A velvety brilliant scarlet-crimson bud opening into a cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson-scarlet; a Rose of exquisite grace. **2-year plants, 75c each; 1st size plants, 30c each.**

MRS. W. E. LENON—Bright scarlet and vermilion buds opening into a full handsome double flower of almost perfect form, or large size. Fragrant almost as the world famous American Beauty. Extraordinary free bloomer and good grower. **2-year plants, 75c each; 1st size plants, 30c each.**

DIXIE—Large cup-shaped flowers resembling the Radiance Roses, colored a delicate shade of salmon-pink. The texture and form of the blooms are unsurpassed. **2-year plants, 75c each; 1st size plants, 30c each.** SEE PAGE 3 FOR SHIPPING DETAILS

Bush Roses

FRAU KARL DRUSCHKI (See Illustration)—The best hardy, snow-white Rose now known. Tremendously strong grower. Hardy everywhere; immense, glorious snow-white flowers. Practically ever-blooming, producing flowers as a rule through the entire season, especially in late fall. **2-year plants, \$1.00 each.**

CRUSADER—Rich velvety crimson of bright hue and of massive form. This Rose is one of the very finest of the reds. The flowers are very large, full, extremely double and petals of splendid substance. Plant is of moderate growth, with exceptionally fine, disease-resistant foliage. **2-year plants, 75c each; 1st size plants, 30c each.**

EUREKA—The color is unusually brilliant clear, of a bright rose-pink retaining its color well in the open flower. Buds of good size and beautiful formation. Foliage heavy and of a dark green color. Bush of erect growth and remarkably free bloomer. **2-year plants, 75c each, strong 1st size plants, 30c each.**

F. R. PATZER (See Illustration)—A Rose of striking and pleasing appearance, owing to the delicate blending of color, which is a creamy buff, with the reverse of petals, a delicate warm pink, and as they expand the color becomes a slight orange-pink. **2-year plants, 75c each; 1st size plants, 30c each.**



Frau Karl Druschki

PINK COCHET—Its large, full, and firm buds open into large, perfectly double flowers of splendid substance on long, stiff stems. A clear, rich pink changing to silvery rose. Has many rivals but no superiors. **2-year plants, 75c each; 1st size plants, 30c each.**

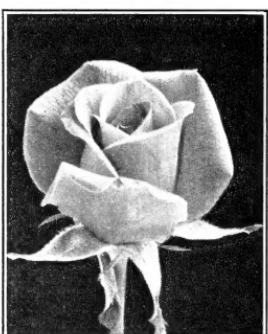
ETOILE DE FRANCE—The strong, upright bushes have beautiful bronze-green foliage, which is not subject to insect attacks. Blooming constantly, producing large, massive, deep, full cup-formed flowers of clear red or velvety crimson. A superb garden Rose. **2-year plants, 75c each; 1st size plants, 30c each.**

GOLDEN CHARM—Pure yellow petals sometimes shaded light crimson on the tips. Brilliant green, healthful foliage like its parent plant, "Talisman." Splendid vigorous growth with upright canes and stiff stems. **2-year plants, 80c each.**

KOOTENAY—Flower of immense size, full, double. Strong grower. Color creamy white. A profuse bloomer. A great Rose. **2-year plants, 75c each; 1st size plants, 30c each.**



F. R. Patzer



Holt Hewett

HOLT HEWETT (See Illustration)—Some growers report that this is one of the finest shaped Roses, and one of the best for exhibition purposes. Bud is well shaped on erect stems opening into large fine flowers of perfect form. Dark velvety crimson flushed scarlet. **2-year plants, 75c each; 1st size plants, 30c each.**

MARSHALL P. WILDER—H. P. Cherry-colored flowers, shaded bright red. Strong grower. Fragrant. **2-year plants, 75c each.**

MME. JENNY GUILLEMOT—A brilliant saffron-yellow Rose, opening canary with dark golden shades. Buds long and pointed, beautiful in form and color; flowers large with immense petals. Hardy and vigorous; in constant bloom. The equal of all yellow Roses. **2-year plants, 75c each.**

PRESIDENT TAFT—A most remarkable pink Rose, with a shining intense deep pink color of a very distinctive shade. Splendid novelty. **2-year plants, 75c each; 1st size plants, 30c each.**

Special Quantity Rose Prices

ANY TWO 2-YEAR ROSES \$1.40

On these pages (except where over 75c each) **2-year large Roses, 75c each; any 2, \$1.40; any 6, \$4.00.**

(Dormant plants shipped postpaid until April 15th. 2-year potted plants, shipping charges collect after April 15th.) **1st size strong roses, on this page, 30c each; any 4 for \$1.00, postpaid.**

(All plants, roses, and others, will be shipped postpaid until April 15th. 1st size Roses, miscellaneous plants, bulbs, etc., with 2-year potted Roses after April 15th, shipping charges will be collect. All plants wrapped separately, all soil around roots. **This extra packing more than offsets shipping charges.**)

See Page 3 For Shipping Details

NEW! EXQUISITE!

Garden Gem



GARDEN GEM (See Illustration)—Our new introduction. Clear, rosy crimson flowers with slightly laciniated or frilled petals—unique and beautiful. Long, pointed buds opening into full, double flowers of perfect form. Petals are waxy and of unusually good substance, making blooms ideal for cutting. Vigorous in growth, slightly dwarf; good branching characteristics. Blooms profusely. Strong, healthy foliage. **2-year plants, \$1.00 each; Strong 1st size plants, 35c each.**



OUR
GORGEIOUS
NEW ROSE
—GARDEN
GEM

OUR OWN
INTRO-
DUCTION!

SEE PAGE 3 FOR SHIPPING DETAILS

DAINTY *Rosa Rouletti*

The World's Tiniest Pink Rose, with Buds
Not Much Larger Than a Grain of Wheat

The dainty buds of deep rose pink opening into exquisite double flowers literally cover the miniature plants. Growth, about 6 inches in height, very bushy, healthy, absolutely hardy, blooming continuously; color, lively pink; open flower double, less than 1 inch in diameter. Fine for edging, rock-gardens, window boxes. Exceedingly rare. **Strong, first size plants, 25c each, 5 for \$1.00 postpaid; 2-year plants, 75c each, 2 for \$1.40. Excellent for bedding and edgings. Ask for quantity prices.**



Did you ever see a GREEN ROSE?

We believe WE offer the only one known! See Page 14—our interesting list of "Unusual Roses" for description of this exotic, fascinating rose.

Rosa Rouletti—Lovely "Midget Rose"

Alexander Hill Gray

ALEXANDER HILL GRAY (See Illustration)—This lovely Bush Rose is one of the very best everblooming garden Roses. Our friends, everywhere, praise it in glowing terms. The color, which is a soft yellow, does not fade. Buds and blooms are of perfect form, immense in size, as big as a tea cup, full and double, produced in continuous abundance. Extra strong grower and hardiest of all Tea Roses. Free from disease, this sturdy growing lovely rose is a favorite throughout the country. We have never seen a more glorious, perfect, pure yellow Rose. Might be termed a yellow "American Beauty." **2-year plants, 75c each; 1st size plants, 30c each.**



Alexander Hill Gray

Baby Doll COLLECTION

BABY DOLL—Dainty crimson-gold.

DAVID O. DODD—Superb red.

GARDEN GEM—Clear rosy crimson.

LA CHAMPAGNE—Salmon-pink.

**All 4 Great Roses Above
Beautiful 2-year plants**

\$3.40

**4 Strong 1st size plants
\$1.00 POSTPAID**

Route 2, Parkville, Mo., October 5, 1942

The roses I ordered from you a month ago have been a most pleasant surprise—such wonderfully fine plants. They took hold immediately, no wilting or dropping of leaves, nor any apparent shock of transplanting. My first roses bought from you in 1919 were a neighborhood show garden. They bloomed for years. Your roses are the finest to be found at any price.

Mrs. J. W. Laird

Blue Ribbon Rose— Dainty BABY DOLL

This lovely baby or miniature introduction of ours is the most unique of all Roses. The foliage is three times as plentiful as is usually seen and is highly insect resistant. It grows not to exceed 15 inches high, produces hundreds of perfectly formed, absolutely double, miniature blooms, early and late, all the time, outdoors and indoors in pots. The plant is always blooming! In hardiness and health it is superb, exquisitely formed, dainty and beautiful. The tips of the petals are vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow, and finally into deep old gold—so extraordinary that everyone who sees it exclaims, "What a wonderful Rose!" Perfectly hardy everywhere. In the writer's garden in bloom November 20th. **Strong 1st size plants, 30c each, 4 for \$1.00 Postpaid; 2-year plants, 80c each, 2 for \$1.50.** Ideal for bedding and edgings. Ask for quantity prices.



COLORS RIVAL
THE RAINBOW

EVERBLOOMING



Etoile de Lyon

ETOILE DE LYON (See Illustration)—Magnificent, golden yellow. One of the hardest of all Tea Roses. Strong, healthy growth, bearing superb flowers in amazing freedom and continually. Few roses can compare to this golden yellow variety in beauty of its flowers, which are immense in size; buds golden, opening into sweetly scented blooms which are fully double to center. This and "Alexander Hill Gray" are the two great yellow garden Roses. Generally hardy everywhere with winter protection. **2-year plants, 75c each; 1st size plants, 30c each.**

RED RADIANCE (See Illustration)—Has no superiors and few equals; identical with the original Pink Radiance except the color is a splendid, even shade of clear red, without a trace of any other color, retaining its vividness after being cut. The vigor of growth, its adaptability to any soil or climate, has made this Rose as in the extreme south. It is one of the best garden Roses in the world. Very hardy and free blooming. **2-year plants, 75c each; 1st size plants, 30c each.**

COLUMBIA (See Illustration)—As a garden Rose, stands without a peer, strong growing, blooming continuously. Almost thornless, throwing out strong blooming stems 4 feet or more in length. Grows vigorously in any climate and in almost any kind of soil. Flowers magnificent, often measuring 6 inches across, full, deep and double. Color deep peach-pink, glowing and sparkling. Fragrance delicious. Large heavy foliage free from disease. **2-year plants, 75c each; 1st size plants, 30c each.**

JONKHEER J. L. MOCK (See Illustration)—Gigantic flowers on erect, stiff stems and a growth that is marvelous in its freedom. Large, heavy foliage; quickly makes a strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright rich pink, faced with carmine. The magnificent buds open very slowly which gives a lasting bloom. A wonderful hardy hybrid tea garden Rose. **2-year plants, 75c each; 1st size plants, 30c each.**

ETOILE DE HOLLANDE—Bright red flowers of good size, fairly full, deliciously perfumed. One of the best Roses for garden culture because of its natural health. **2-year plants, 75c each; 1st size plants, 30c each.**

BETTY UPRICHARD—Beautiful new two-toned Rose. Copper-red buds. Large semi-double flowers; brilliant orange. Carmine outside of buds, with light salmon shades. New and strong growing. **2-year plants, 85c each; 1st size plants, 30c each.**

BRIDESMAID—Valuable for cutting. Fine in the open ground; color fine, clear, dark pink. Strong, vigorous grower, bearing its flowers on long, sturdy stems. Still holds its own as one of the most beautiful Tea Bush Roses. **2-year plants, 75c each; 1st size plants, 30c each.**

ISABELLA SPRUNT—Golden yellow, free blooming with perfect buds. A sweet scented favorite of many years. Now much sought for. **2-year plants, 75c each; 1st size plants, 30c each.**



J. J. L. Mock (Above)

Special Quantity Rose Prices

ANY TWO 2-YEAR ROSES \$1.40

On these pages (except where over 75c each)

2-year large Roses, 75c each; any 2, \$1.40; any 6, \$4.00.

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See Page 3 For Shipping Details

Gruss an Aachen



BUSH ROSES...

THE BRIDE—There is no other white Rose more satisfactory than "The Bride." The buds and flowers are unusually large, well formed, and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. Strong, healthy grower and a profuse bloomer. **2-year plants, 75c each; strong 1st size plants, 30c each.**

WHITE COCHET (See Illustration)—Showy white occasionally tinged with pale blush. One of the finest white Roses for open-ground culture. **2-year large Roses, 75c each; 1st size plants, 30c each.**

BLUMENSCHMIDT—Beautiful citron-yellow, outer petals edged tender rose. Very full, double flowers; remarkably vigorous grower. **2-year plants, 75c each; strong 1st size plants, 30c each.**

JOHN COOK—Beautiful clear pink in color, reflex petals a lighter shade. Large flowers borne continuously. We think this is one of the great garden Roses of our time. **2-year plants, 75c each; 1st size plants, 30c each.**

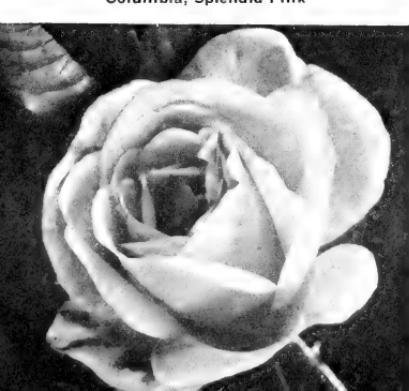
DAME EDITH HELEN—A wonderfully sturdy plant producing a large number of very large clear pink flowers. The magnificent full and double blooms are delightfully scented with true Rose fragrance. An outstanding Rose. **2-year plants 80c each.**



White Cochet



Red Radiance



Columbia, Splendid Pink

GOLDEN OPHELIA—Buds and flowers of fine size and beautifully formed of a bright golden yellow. Hardy and a profuse bloomer. **2-year plants, 75c each; 1st size plants, 30c each.**

KOENIGEN LUISE—Hybrid Tea. Splendid new garden Rose of vigorous growth, with exceptionally large, fully double, globular milk-white flowers. **2-year plants, 85c each.**

CITY OF LITTLE ROCK—Beautiful bright pink. Large flowers borne on a strong growing plant. Free flowering. **2-year plants, 75c each; 1st size plants, 30c each.**

MISS C. E. VAN ROSSEM—A bushy little plant bearing dark red buds and slightly fragrant. Flowers open all season. Small plants—plant close together. **2-year plants, 80c each.**

RED COLUMBIA—Color brilliant scarlet-crimson of exquisite shading. **2-year plants, 75c each; 1st size plants, 30c each.**

Special Quantity Rose Prices

ANY TWO 2-YEAR ROSES \$1.40

On these pages (except where over 75c each)
2-year large Roses, 75c each; any 2, \$1.40;
any 6, \$4.00.

(Dormant plants shipped postpaid until April 15th. 2-year potted plants, shipping charges collect after April 15th.)
1st size strong roses, on this page, 30c each;
any 4 for \$1.00, postpaid.

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See Page 3 For Shipping Details



President
Hoover

**BEST
CHOICE** *Everblooming*

PRESIDENT HOOVER (See Illustration)—Novelty bush rose, free-blooming, gorgeous colors—shades of orange, pink, coppery red, with orange-yellow at base of petals, suffused with rose-pink—dazzling and impossible to describe. Lovely buds, flowers 7 inches across, exquisite fragrance. Selected as the best of 40,000 new prospects, given highest honors and gold medals everywhere. Very hardy. **2-year plants, 85c each.**

GOLDEN DAWN (See Illustration)—Large, double flowers of lemon-yellow, nicely formed and deliciously fragrant. Spreading plants with attractive foliage. One of the healthiest plants we have in the garden, with foliage very much like the old Teas. **2-year plants, 85c each.**

CRIMSON BEAUTY (See Illustration)—New. Our introduction. Improved "Gruss an Teplitz." Strong, clean, sturdy bush. Glowing crimson flowers, borne continuously. Very hardy. **2-year plants, 85c each; 1st size plants, 30c each.**

THE GREAT TALISMAN (See Illustration)—Sensational and world-famous bush Rose, with very large, double blooms produced in constant profusion. Indescribable colors—brilliant orange-yellow with coppery red shades, blended into a combination seen in no other Rose; fragrant exquisite buds, very hardy, free-blooming. Among the most sensational introductions in fancy colors now known. **2-year plants, 85c each.**

BRILLIANT BRIARCLIFF (See Illustration)—One of the grandest Roses it has been our privilege to grow. Bud beautifully formed, long and solid, opening into one of the finest blooms of enormous size. Very double, a brilliant rose-pink. Splendid grower, free from black spot and mildew. Flowers in great abundance, on long stiff stems. **2-year plants, 75c each; 1st size plants, 30c each.**

MARGARET BELLE HOUSTON—An outstanding Rose of magnificent size and shape; of a rich velvety crimson which retains its brilliancy throughout the season. **2-year plants, 75c each.**

WHITE KILLARNEY—Like Pink Killarney, its great charm lies in the beautiful, long-pointed form of its buds. **2-year plants, 75c each; 1st size plants, 30c each.**

W. FREELAND KENDRICK—Flowers large, double. Color, flesh deepening to peach in center. **2-year plants, 75c each; 1st size plants 30c each.**

MME. EUGENE E. MARLITT—Large, very double flowers of rich bright carmine with scarlet tones which do not fade. **2-year plants, 75c each; 1st size plants, 30c each.**

DEAN HOLE—Silvery carmine with salmon shadings; coloring distinct, unique; handsome tribute to the eminent Rosarian whose name it bears. **2-year plants, 75c each; 1st size plants, 30c each.**

Special Quantity Rose Prices

ANY TWO 2-YEAR ROSES \$1.40

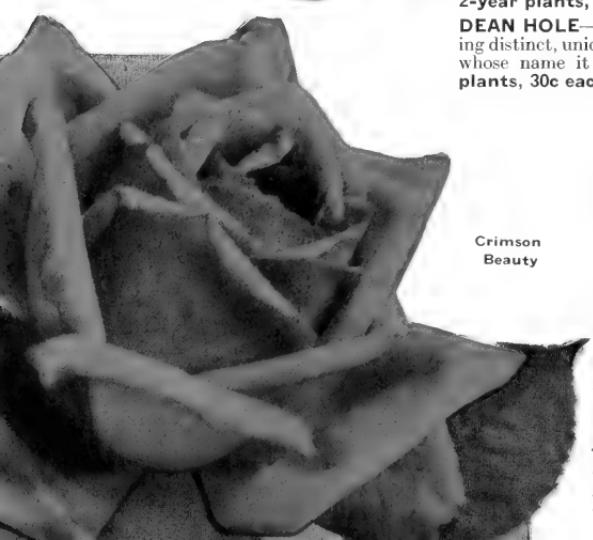
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any 4 for \$1.00, postpaid.**

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Crimson
Beauty

See Page 3 For Shipping Details

Bush Roses — HARDY!

COMMONWEALTH—Bud large, long, pointed; flower large, open, double, very lasting; deep pink, solid color; borne singly on medium strong stems; moderate fragrance. Foliage sufficient, leathery, disease resistant. Few thorns. Vigorous, upright; continuous bloomer. **2-year plants, 75c each; 1st size plants, 30c each.**

KAISERIN AUGUSTE VIKTORIA—Strong, sturdy grower; free flowering white Rose. Blooms continuously from early spring until late fall; long pointed buds, large, double flowers, glorious in their perfection; borne on long stiff stems; deliciously fragrant; especially good in autumn. **2-year plants, 75c each; 1st size plants, 30c each.**

MRS. B. R. CANT—One of the best, if not the best Rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers with silvery rose center, perfectly double, fragrant. **2-year plants, 75c each; 1st size plants, 30c each.**

MME. FRANCISCA KRUGER—This beautiful Rose is of strong bush habit. The flowers are very large, well filled; color salmon, deeply shaded coppery yellow. Always in bloom. **2-year plants, 75c each; 1st size plants, 30c each.**

SUNBURST—Immense buds, long and pointed on strong stout stems opening into gigantic double flowers which are borne continuously. Coppery-yellow with golden-orange in deeper shades. Magnificent bush rose; stands 4 feet or more. **2-year plants, 75c each.**

GOLDEN GATE—Rich creamy white shaded with a golden-yellow and clear Rose of indescribable beauty. Immense in size, finely formed, with long beautiful buds. **2-year plants, 75c each; 1st size plants, 30c each.**

GRENOBLE—Hybrid Tea. Scarlet-crimson, large full-petaled blooms. Veiled with sunshiny orange glow. Brilliant, different red Rose. Blooms come singly on strong, erect stems. **2-year plants, 85c each.**

CHARLES K. DOUGLAS—Lustrous scarlet-crimson flowers, 4 inches in diameter, gracefully loose in form, are freely produced on big bushy plants which are easy to grow. Popular red Rose for landscape gardeners who know its dependable qualities in hardiness and brilliant free bloom. **2-year plants, 75c each.**

E. P. THOM—Hybrid Tea. Yellow. Buds are long-pointed and open to well formed blooms of clear yellow without any carmine markings as most yellow roses have. Among the best of the clear yellow everblooming varieties. **2-year plants, 85c each.**

AMERICAN BEAUTY—The fame of this Rose has made New Castle known everywhere as the Rose City. The rich, glowing crimson flowers, shaded and veined, are immense in size. Very double. Borne on long stiff stems. Now very scarce. Hardy with protection. **2-year plants, 85c each.**

The Great Talisman

Brilliant Briarcliff

Kaiserin Auguste Viktoria

Special Quantity Rose Prices

ANY TWO 2-YEAR ROSES \$1.40

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See Page 3 For Shipping Details

Unusual ROSES Different!



Our Exotic Green Rose

HERMOSA

(China or Bengal Rose)

Dainty, low spreading, with airiness of bloom. Can be used like Polyanthas for edging or is lovely in solid beds. **1st size plants, 30c each Postpaid; 2-year plants, 75c each.**

Now a GREEN ROSE

A most interesting and remarkable rose. Much sought for because of its oddity. Flowers are of medium size with small pointed petals set very thickly, which are the same color as the foliage—dark, pea green. Buds are especially beautiful. We believe we have the only stock of it now known. Much has been printed in the newspapers from coast to coast wherever it has been seen, because it is surely a curiosity. It blooms constantly and is never without flowers. Stock limited. (See Illustration). **1st size, strong plants, Green Rose, 30c each, 4 for \$1.00 Postpaid; heavy 2-year old plants, 75c each; 2 for \$1.40.**

HUGONIS

The Golden Rose of China. Unique, making a beautiful shrub, bearing immense wreaths, literally masses of single, clear, yellow flowers. Grows in the poorest soil to perfection. Needs no protection. With its immense wreaths and gorgeous flowers, is truly a sight to behold blooming in early spring. In late fall foliage is a beautiful purple. Once planted it lasts a lifetime. Splendid for hedges. Ask for prices per 25 or more plants. **1st size plants, 25c each, 5 for \$1.00 Postpaid; 2-year plants, 75c each, 2 for \$1.40, 6 for \$4.00.**

MINIATURE ROSES (Rouletti Roses)

DONCASTER'S VARIETY—Larger in growth, flowers deeper pink than Rouletti. This also makes a nice, small plant in the rock garden and good. **1st size plants, 35c each Postpaid; 2-year plants, \$1.00 each.**

OAKINGTON RUBY—Flowers fully double, deep crimson in bud, opening rich ruby-carmine, often $1\frac{1}{2}$ inches in diameter. Very free flowering, commencing in May, continuing until late autumn. Hardy, will grow in almost any soil, but prefers sun. 12 inches. **1st size plants, 35c each Postpaid; 2-year plants, \$1.00 each.**

Exquisite June ROSES Hardy as Oaks



F. J. Grootendorst

JUNE-BLOOMING VARIETIES

F. J. GROOTENDORST—Bright red, clustered flowers. Double with slight fragrance. Edges of petals serrated. Extremely hardy.

NEW CENTURY—Bright, rosy pink, with red center, with petals widely bordered with creamy white.

SIR THOMAS LIPTON—A handsome double Rugosa Rose, with the peculiar leathery foliage of the family and beautiful snow-white, exceedingly fragrant flowers. Hardy as an oak.

MAGNA CHARTA—Extra large, full flowers, very double; of fine form, and sweet; clear, rosy red, beautifully flushed with violet-crimson; sure and profuse bloomer.

HENRI MARTIN—Hardy Moss Rose. Deep rosy carmine shaded to bright crimson. A most charming large Rose with exquisitely massed buds.

PRICES
JUNE-BLOOMING ROSES

2-year large Roses, 75c each; any 2 for \$1.40, any 6, \$4.00
SEE PAGE 3 FOR SHIPPING DETAILS

Hardy Everblooming Bush Roses

STARTLING NEW VARIETIES • OLD FAVORITES

HOLLYWOOD—Immense; gorgeous double flowers on long single stems. Ideal for cutting. Lovely shade of red or cerise, still darker as the flower opens. Delicious American Beauty fragrance. Blooms all season. Strong grower, good foliage. **2-year plants, 75c each.**

RAPTURE—Soft pink flowers shading to apricot and coral at the base of the petals. Resembles Mme. Butterfly, an outstanding delicately shaded variety. **2-year plants, 75c each; 1st size plants, 30c each.**

GOLDEN FRILLS—Long pointed buds opening to large cuffed, rich golden yellow flowers. **2-year plants, 85c each.**

HEINRICH WENDLAND—Bicolor. Fragrant flowers of an unfading nasturtium red—reverse deep golden yellow. **2-year plants, 90c each.**

PINK KILLARNEY—Pink. A sort of Killarney with blooms of bright sparkling pink. **2-year plants, 75c each; strong 1st size plants, 30c each.**

MME. EUGENE MARLITT—Exceptionally healthy, vigorous, and free blooming. Flowers large, very double, rich bright carmine with scarlet tones which do not fade. A pleasing Rose. **2-year plants, 75c each.**

GRUSS AN TEPLITZ—Considered one of the world's best Roses. The intense, dazzling color of this Rose is found in no other variety. Fiery crimson, shaded with a dark velvety sheen totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion. Flowers are produced singly, sometimes in clusters, producing gorgeous effects. Splendid cutting Rose. **2-year plants, 75c each; 1st size plants, 30c each.**

April 8, 1942

I have 2 Jeannette Heller Roses and 2 Gruß an Teplitz and several others bought from you 15 to 20 years ago still blooming.

Mrs. M. M. Smith, Elkins, W. Va.



Hollywood



A Beautiful Bed of Pink Killarney Roses



Gruß an Teplitz

Special Quantity Rose Prices

ANY TWO 2-YEAR ROSES \$1.40

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See Page 3 For Shipping Details



Pink Radiance



Angele—New and Beautiful

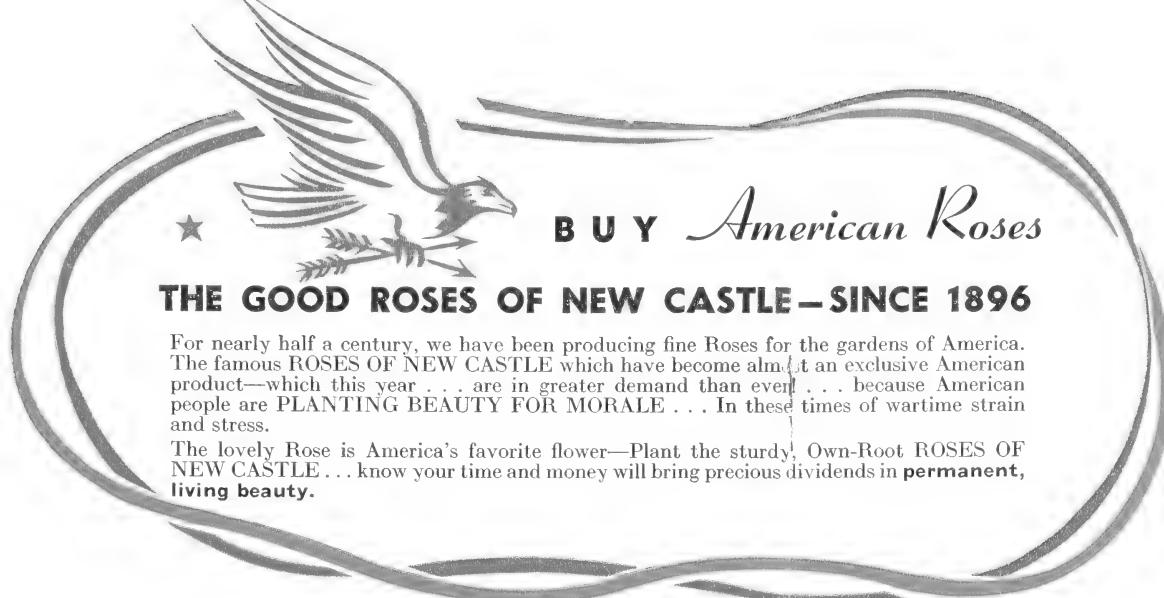


Flesh Pink

Mrs. P. S.
DuPont
or
E. P. Thom



Condesa
de Sastago



THE GOOD ROSES OF NEW CASTLE—SINCE 1896

For nearly half a century, we have been producing fine Roses for the gardens of America. The famous ROSES OF NEW CASTLE which have become almost an exclusive American product—which this year . . . are in greater demand than ever . . . because American people are PLANTING BEAUTY FOR MORALE . . . In these times of wartime strain and stress.

The lovely Rose is America's favorite flower—Plant the sturdy, Own-Root ROSES OF NEW CASTLE . . . know your time and money will bring precious dividends in **permanent, living beauty.**

LADY HILLINGDON (See Illustration)—Color almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds produced on long, strong, wiry stems, well above the foliage, giving a graceful effect. Strong, healthy grower. **2-year plants, 75c each; 1st size plants, 30c each.**

McGREDY'S SCARLET (See Illustration)—Large, loosely formed, vivid rose-red flowers. Plants are healthy and large. This Rose is not scarlet—it is red, and one of the best. Very slight tea fragrance. Blooms almost continually. **2-year plants, 85c each.**

GRACE NOLL CROWELL (See Illustration)—Color a brilliant rose with petals heavily veined with vinous crimson while the base of the petals is shaded primrose - yellow. Handsome buds opening into an immense perfect double bloom on long stiff stems. A grand grower and free bloomer. A great new Rose. **2-year plants, 75c each; 1st size plants, 30c each.**

MME. BUTTERFLY (See Illustration)—Buds a lovely shade of Indian ochre, yellow at base; opening flowers perfect in form, brilliant in color, and of delicious fragrance. **2-year plants, 75c each; 1st size plants, 30c each.**

ANGELE (See Illustration)—Large, white bud, with pale greenish tint at base of petals, opening into a majestic bloom of purest white. Strong, stiff stems and sturdy habits of growth make Angele ideal for cutting. Remarkable vigor of growth and resistance to disease and insect attacks. **2-year plants, 80c each; 1st size plants, 30c each.**

FLESH PINK (See Illustration)—H. B. Co. New. Strong, vigorous grower producing rose-pink flowers. Remarkable upright habit of growth. The bushy plants are made up of strong, stiff canes. A fine variety. **2-year plants, 85c each; 1st size plants, 30c each.**

E. G. HILL (See Illustration)—One of the finest outdoor Bush Roses in existence today. Strong upright grower, vigorous and healthy. Buds ideal, long and pointed on good stout stems, open into a full double bloom of crimson-scarlet which retains its color until the petals fall. Blooms continuously from early season until late fall. Hardy everywhere. **2-year plants, 75c each; 1st size plants, 30c each.**

CONDESA DE SASTAGO (See Illustration)—A new highly colored Rose bearing large flowers of copper-red and rich yellow. Strong and vigorous growth. **2-year plants, 85c each.**

AMI QUINARD (See Illustration)—Dark crimson buds opening into large semi-double blooms. The petals flex back near the tips, giving the full blown bloom a star-like effect. The deep, almost black, hue is retained until the flower fades. Growth moderately vigorous; blooms profusely. **2-year plants, 85c each.**

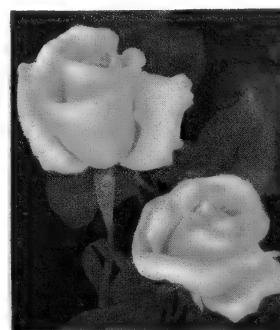


Ami Quinard

PINK RADIANCE (See Illustration)

Gloriously formed flowers immense in size, exquisite fragrance, grand foliage, healthy growing, fine color, always in bloom. The color is beautiful bright carmine-pink. Hardy everywhere with protection; as its name suggests, radiantly beautiful. One of the world's 12 greatest Roses. **2-year plants, 75c each; strong 1st size plants, 30c each.**

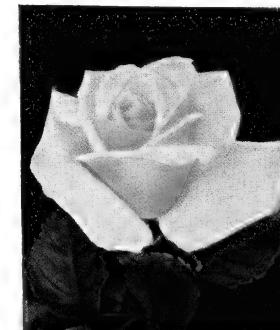
MRS. PIERRE S. DU PONT (See Illustration)—This is the outstanding yellow Rose of the day. A rich golden yellow; reddish gold tints while in the bud stage. The easiest-grown yellow Rose. **2-year plants, 85c each.**



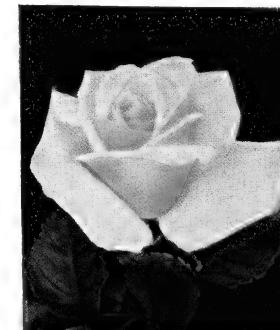
Mme. Butterfly



Lady Hillingdon



McGredy's Scarlet



Grace Noll Crowell

Special Quantity Rose Prices

ANY TWO 2-YEAR ROSES \$1.40

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See Page 3 For Shipping Details

On these pages (except where over 75c each) **2-year large Roses, 75c each; any 2, \$1.40; any 6, \$4.00.**

April 14, 1942
1532 Cooper St., Pittsburgh, Pa.
I want to tell you about the twenty-five Rose bushes I bought from you last spring.
They all bloomed last year and the roses were true to color and description given in your catalogue.
We will be glad to recommend your Company to anyone buying Roses.

Mrs. Harry W. Berberich

TWO FINE NEW ROSES!

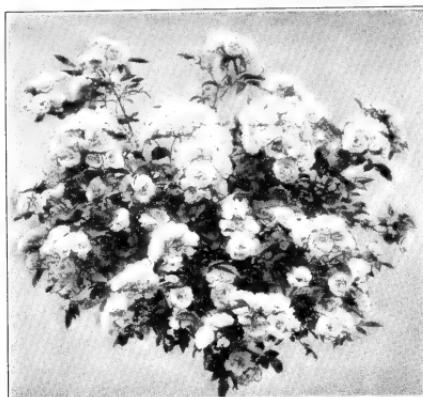
Exquisite — Different

CHRISTOPHER STONE — Classed with Etoile de Hollande and Crimson Glory as one of the finest red Roses in existence. The plants grow well, have heavy foliage, and all season they produce quantities of brilliant, glowing, velvety scarlet blooms of good form. Delicious Old Rose fragrance. **2-year plants, 85c each.**

PICTURE—This is one of the loveliest of all pink Roses, every flower being a perfect picture in color and form. The nicely formed buds open into medium sized flowers of velvety-rose-pink with a warm salmon undertone. A splendid cutting Rose that produces quantities of fragrant bloom all season. **2-year plants, 85c each.**

EVERBLOOMING BABY ROSES

Vigorous growing, dwarf bushes always laden with brightly colored, dainty little blooms. Unexcelled for bedding, for lining walkways, for hedges . . . plant them liberally. Hardy and enduring.



Gloria Mundi



Red Baby Rambler

PRICES BABY ROSES

ANY TWO 2-Year
BABY ROSES..... \$1.40

1st size strong Roses, 30c each, any 4, \$1.00
Postpaid

2-year large Roses, 75c each, any 2, \$1.40;
any 6, \$4.00

ELLEN POULSEN—Dark brilliant pink, borne profusely.

GEORGE ELGER—Produces great quantities of lovely little buds of golden yellow. Grand grower, blooming all summer.

LA FAYETTE—Flowers large as "Paul's Scarlet." Produced in enormous clusters, as many as forty flowers in a cluster. Color brilliant cherry-crimson.

MARIE PAVIE—Medium size, very full and double; borne in large clusters, white flushed carmine.

MISS EDITH CAVELL—Bright crimson with white eye; enormous clusters. Very dwarf. Always blooming.

Mlle. CECILE BRUNNER—Miniature, exquisitely formed buds and flowers of delicate pink suffused with yellow at base of the petals. The sturdy dwarf plants bear the blooms in graceful clusters surrounded by waxy, healthy foliage.

BABY ECHO—Brilliant lively pink, in large clusters.

BABY TAUSENDSCHON—Flowers white, delicately flushed pink, changing to deep rosy carmine.

GLORIA MUNDI—New, a favorite with us. Large, well-formed, double flowers, in greatest abundance; amazing color, brilliant orange-scarlet. The only Rose of its color.

CLOTHILDE SOUPERT—A strong dwarf grower, producing clusters of full, double flowers in amazing profusion continually. Color beautiful ivory-white, silvery rose center.

IDEAL—Enormous heads of blooms of intense, deep garnet.

RED BABY RAMBLER (See Illustration)—Beautiful clusters of bright red flowers, borne in the greatest profusion.

ANNY MULLER—Flowers shiny, brilliant pink, produced in profusion all summer.

SPARKLER—A fine cluster-flowered type with brilliant red flowers.

ORLEANS—Flowers small, fairly double. Brilliant light red with white center.

CHATILLON—Clear pink flowers come like huge heads of Phlox. Ace pink Polyantha for mass planting.

SEE PAGE 3 FOR SHIPPING DETAILS

April 23, 1942

Our order of Roses and plants was received very promptly, and in good condition. The Roses look like very healthy plants and some of the nicest plants we have ever been able to get. The carnations and Phlox are also equally as good.

Please accept our thanks in your very prompt response to our order.

Mrs. H. L. Killam, 999 E. Cooke Road, Columbus, Ohio

Baby Rose
COLLECTION

5 1st SIZE HARDY PLANTS \$1.10

Finest Varieties Grown

MISS EDITH CAVELL—Crimson.
GLORIA MUNDI—Orange-scarlet.

IDEAL—Deep red.

GEORGE ELGER—Golden yellow.

Mlle. CECILE BRUNNER—Miniature pink.

1st size plants, 5 for \$1.10 Postpaid

2-year plants, 5 for \$3.25

Climbing Roses

HARDY CLIMBING ROSES

Hardy anywhere without protection, hardy climbing roses require little attention to produce their gorgeous flowers in early summer. Once planted they last a lifetime and grow bigger and better year by year. Unsurpassed for screened porches, garages, trellises, and embankments. Ideal for cemetery plantings. By severe pruning they can be trained into permanent, hardy, flower-bearing hedges. They are free from insects, hardy as Oaks, cheap in price, and when once planted, last many, many years.

AMERICAN PILLAR—Of extremely vigorous habit of growth; foliage lively green the season through. It has a profusion of bright pink, semi-double flowers in clusters which are followed by clusters of attractive red berries.

AUNT HARRIET—Amazingly fine with its masses of dazzling scarlet-crimson Roses. The bright effect is intensified by the pure white centers and brilliant golden anthers.

BESS LOVETT—Flowers fragrant, clear bright red, good size, double.

CHRISTINE WRIGHT—Large, thick, leathery foliage. Flowers bright pink, 4 inches in diameter; almost double, borne in large clusters. A fine pillar Rose.

DOROTHY PERKINS—Shell-pink; extremely hardy, vigorous and free blooming. The shoots frequently grow 10 to 15 feet in one season. The perfectly double flowers are in immense clusters of thirty or forty.

SILVER MOON—Blooms very large, four or more inches in diameter, pure white in color and of good substance, beautifully copper, forming a *Clematis*-like flower.

EXCELSA—The flowers are very double, produced in immense trusses of 30 to 40 flowers to each truss. Color intense crimson.

GARDENIA—Very sweetly fragrant; creamy-yellow.

HEART OF GOLD—Hardy climber. Crimson with white at base of petals.

TAUSENDSCHEON—Large flowers, with ruffled petals, borne in enormous trusses, from 10 to 15 in a cluster. Colors vary through shades of yellow, cream, and rose-pink. A tremendously vigorous plant, bearing thousands of blooms early in the season and continuing late. It is among the most satisfactory of climbers. (See illustration).

FREE BLOOMING CLIMBING ROSES

BELLE OF PORTUGAL—Blooms are large and a most beautiful shade of soft salmon. Produced singly on long stems.

CLIMBING CECILE BRUNNER—Color rosy pink, rich creamy white background. Plants sturdy growing but need protection.

CLIMBING CLOTHILDE SOUPERT—One of the best, bearing immense clusters of flowers constantly. Ivory-white flowers, shaded in center silvery pink. Not excelled by any climber. Hardy.

Dorothy Perkins



Tausendschon

CLIMBING HELEN GOULD—Climbing type of the beautiful "Helen Gould." Immense flowers, full and double, constantly produced. Warm watermelon-red. Superior.

CLIMBING GRUSS AN TEPLITZ—This is an exact counterpart of bush Rose, "Gruß an Teplitz," but is a fairly vigorous climber of the pillar type. In the spring it is a dazzling sheet of velvet crimson. Each bloom is produced singly on long stems, the same as the bush variety so well-known. Blooms continuously through the growing season. One of the world's greatest everblooming pillar type climbing Roses; hardy everywhere.

CLIMBING PINK COCHET—An exact climbing counterpart of the bush variety. As free blooming as the "Cochets." Will withstand the rigor of the northern winters with protection. Superb pink flowers of fine form and substance.

CLIMBING MARCHEAL NEIL—The famous old favorite which grows so luxuriantly in the South. Buds and flowers superb; extra large, very double, and deliciously perfumed. Deep golden yellow. Blooms with great freedom. In the North should have very careful protection during the winter.

CLIMBING WHITE COCHET—The exquisite white flowers are borne in great profusion. Absolutely hardy, except in the extreme North, where it requires slight protection. Vigorous grower, throwing up strong canes 15 to 20 feet long in a single season.

FREEDOM—Strong, hardy, rugged, new white climbing Rose. Flowers double, sweet scented, free blooming on long stems.

MRS. ROBERT PEARY—Strong, rapid grower. The lovely white flowers are magnificent beyond description, buds long and pointed.

PRICES OF
CLIMBING ROSES
ON THIS PAGE

•
ANY TWO
Two-Year \$1.40
ROSES

1st size strong Roses, 30c
each, 4 for \$1.00 Postpaid

2-year large Roses, 75c
each, any 2, \$1.40; any 6,
\$4.00

SEE PAGE 3 FOR
SHIPPING DETAILS

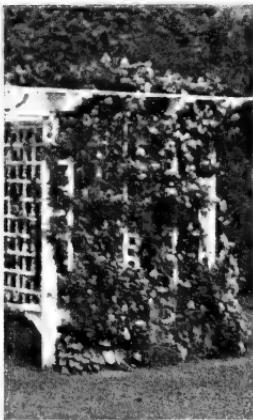
Selected Climbing Roses

CLIMBING AMERICAN BEAUTY

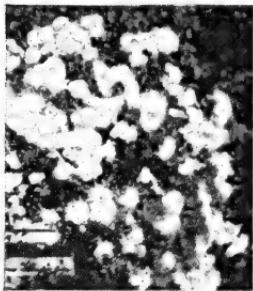
(See Illustration)



The Great Climbing American Beauty



Birdie Blye
Always Blooming



White Dorothy Perkins



Keystone

Selected Climbing Roses

CLIMBING AMERICAN BEAUTY

(See Illustration)

Perfect grower, wonderfully hardy and remarkably free blooming. Almost the same as "American Beauty," with smaller flowers. Medium size flowers, each produced on separate stems in clusters, vivid rosy crimson in color, with delicious fragrance. Borne in greatest profusion for weeks. Foliage tough and leathery. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this Rose will give the greatest satisfaction. Once planted will last a lifetime. Ours is the genuine stock. Absolutely true to name, on its own roots.

BIRDIE BLYE

(See Illustration)

One of the freest blooming hardy climbers. Bushes here bloom 5 and 6 times each season. Perfectly hardy everywhere. Strong grower. Foliage bright glossy green and free from insects or disease. Blooms full and double. Color a bright carmine, changing to bright satiny rose, very fragrant. This is a really great Rose.

KEYSTONE

(See Illustration)

Perfectly hardy everywhere, blooms in wonderful profusion. The open flower is perfectly double, with buds beautifully formed. Color clear lemon-yellow. A fine hardy deep yellow free climber. This is a really great Rose.

PAUL'S SCARLET

This great climbing Rose is one of the few best Roses for home planting, blooming freely early and then frequently in late fall. Color a flaming scarlet, a striking color. Makes a brilliant display. Hardy everywhere. The petals do not fade like many climbing Roses. A wonderfully strong grower, quickly making an immense plant 10 to 20 feet high. When in bloom is a gorgeous sight. We like it better than "Blaze."

CLIMBING COLUMBIA—Fragrant flowers like those of Hybrid Tea Columbia.

MME. GREGOIRE STAECHELIN—This new variety is the aristocrat of the climbing Roses. Its beautiful flowers are of enormous size and are followed with fruits as large as small pears. The blooms are iridescent pearl-pink, splashed with carmine, fragrant.

WHITE DOROTHY PERKINS—A rampant grower, and in a short time will cover a large trellis. Glistening white.

SEE PAGE 3 FOR SHIPPING DETAILS

ANY TWO 2-YEAR ROSES \$1.40

PRICES OF SELECTED CLIMBING ROSES ON THIS PAGE

1st size strong Roses, 30c each; any 4 for \$1.00 Postpaid

2-year large Roses, 75c each; any 2, \$1.40; any 6, \$4.00

FAVORITE COLLECTION OF HARDY CLIMBING ROSES

When once planted they last a lifetime! Ideal for covering trellises, arbors, garages, and porches.

1 *Excelsa*—Crimson.

1 *Paul's Scarlet*—Flaming scarlet.

1 *Birdie Blye*—Lovely pink.

1 *Climbing American Beauty*—Rosy crimson.

3 Other Fine Varieties—Our selection.

ALL 7 HARDY CLIMBING ROSES \$1.00 POSTPAID

**GAY,
HARDY**

Phlox

Hardy Perennial Phlox are most satisfactory, for once planted they are permanent, require little or no protection, and are almost free from all insects and diseases. The immense heads of bloom are of the most delicate colors and are produced in continuous profusion. These are the best kinds.

DAILY SKETCH—Delicate salmon, carmine eye.

LILLIAN—Delicate cameo-pink, large flowers.

GEORGE STIPP—Deep glowing salmon. New.

MIA RUYS—Lovely pure snow-white. Dwarf.

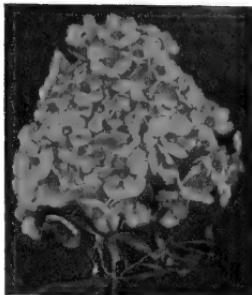
SALMON GLOW—Lively salmon. Deeper eye.

BORDER QUEEN—Lovely dwarf salmon.

LEO SCHLAGETER—Glowing orange-scarlet. New.

ROSENBURG—Beautiful purple. Red eye.

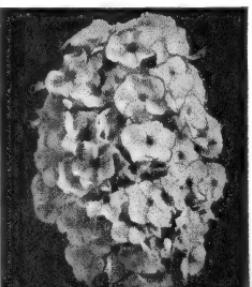
RHEINLANDER—Strong, large salmon-pink.



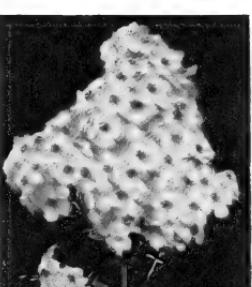
Leo Schlageter



Mia Ruys



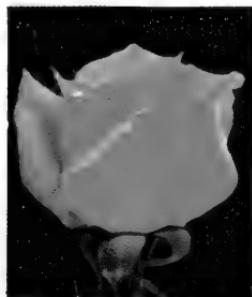
Rosenburg



Lillian

Strong, vigorous, field-grown plants for immediate effect, 30c each; 3 for 75c; 8 for \$1.75, postpaid.
One each, 9 Phlox above, \$1.85, postpaid

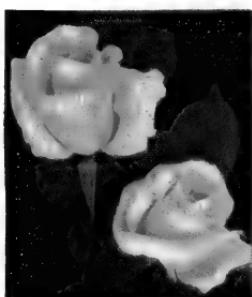
THE SUPERB DAVID O. DODD COLLECTION



Dainty Baby Doll



Garden Gem



Lady Hillingdon



David O. Dodd

**6 STRONG, VIGOROUS \$1.25
FIRST SIZE PLANTS**

Here is our choice, six best all-around Roses for amateur or experienced planters in all sections of America. This collection has everything—health, freedom of bloom, beauty, fragrance, and every imaginable color. Easy to grow, glorious flowers—all better types.

DAVID O. DODD (See Illustration)—Gorgeous new crimson. Flowers 5 to 7 inches across. Full, deep, very double. Always blooming. Exquisite fragrance.

LA CHAMPAGNE—Peach-colored flowers shading darker. Very large.

BABY DOLL (See Illustration)—Dainty, exquisite. Perfect miniature flowers. Every color in rainbow—lavender, yellow, pink, fiery crimson. Gorgeous.

LADY HILLINGDON (See Illustration)—Apricot yellow, shaded to orange on the outer edge of petals.

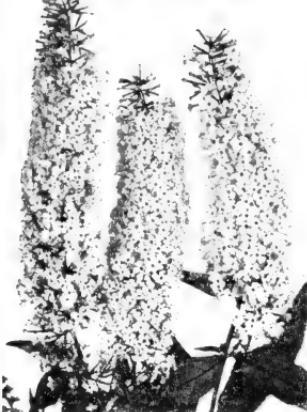
GARDEN GEM (See Illustration)—Grand grower, absolutely free from disease. Satiny pink flowers of lovely form. Magnificent bloomer. One of the best new Roses.

HOLT HEWETT—One of the finest shaped Roses. But is well shaped on erect stems opening into a large fine flower of perfect form. Dark velvety crimson flushed scarlet.

SPECIAL OFFER

One each, strong vigorous, first size plants, 6 in all, for \$1.25, postpaid. The collection in heavy, 2-year plants,

\$3.75



New BUDDLEIAS

Yielding a host of beautiful cone-shaped blooms, Buddleias Charming and Ile de France will give flowers in abundance for the table bouquet and enrich, too, a garden corner with their colorful spikes and rich green foliage. Rightfully called the "butterfly bush," their blooms attract literally hundreds of butterflies of all colors which hover about the plants during their entire blooming season.

CHARMING—Bears graceful pink blooms from summer throughout autumn. The slender pointed spikes are well rounded and unusually long. The vigor of the plants makes Charming easy to grow and insures that it will thrive in just ordinary soil. **35c each, 3 for \$1.00, postpaid.**

ILE DE FRANCE—Rich purple flowers and deep green foliage that are unsurpassed. The graceful blooms are produced in great abundance from August till heavy frost. Strong and vigorous growth. **30c each, 3 for 75c, postpaid.**

DUBONNET—Fine erect growth with heavy, leathery foliage. Flowers in August with long, well rounded spikes of rich Dubonnet-maroon-lilac. Flowers on the spikes are closely set, giving the tapering cylinders a firm, compact appearance. **35c each, 3 for \$1.00, postpaid.**

ALL 3—One of Each for Only 90c, postpaid

Woodlawn, Md., June 6, 1942
Received my Roses today and they certainly do look grand. Last spring I had you send me the Grace Crowell rose. It is one of the most beautiful roses I have ever seen. It's perfect in full bloom and lasts long.

Mrs. Henry Connelly

Tuberoses!



DWARF EXCELSIOR PEARL. Flowers pure white, very double, of immense size and sweetly scented. **5c each, 50c per doz., postpaid.**

ORANGE FLOWERED. Bears snowy white flowers. **10c each, \$1.00 per doz., postpaid.**

NEW VARIEGATED LEAVED. The leaves are bordered with white; large, white flowers. **10c each, \$1.00 per doz., postpaid.**

BARGAIN COLLECTION

We send postpaid, 6 Excelsior Pearl Tuberoses, 3 Orange-Flowered, and 3 New Variegated Leaved. Twelve in all for 65c, postpaid.

Regale Lilies



Regale Lily

REGALE LILY—Most popular of all Lilies. Produces in mid-summer an abundance of deliciously scented, trumpet-shaped flowers of ivory-white, tinted pink. Oftentimes as high as 8 gorgeous blooms on one stem. Absolutely hardy. **25c each, 3 for 65c, postpaid.**

Special — 5 FOR \$1.00

SUMMER FLOWERING *Carnations*

Just think what pleasure you can get from plants of these lovely cut-flower Carnations. Will bloom in abundance this year. You can have flowers all summer long till frost but before frost bring the plants indoors, pot them in good garden soil and they will bloom all winter long. Large in size, exquisite clove fragrance, and in brilliant colors.

CORONET—Light yellow with red stripes variegated.

PETER FISHER—New rose-pink. Fine grower.

SENATOR—Free flowering, pure white.

GOLDEN GLOW—Brilliant golden yellow.

BERKSHIRE HILLS—Fine salmon-pink.

SATELLITE—Strong growing, bright red.

PATRICIAN—Shining white flowers.

PHARAOH—Lovely orange.

SPECTRUM SUPREME—Bright scarlet.

MAYTIME—Dainty, light pink.

PINK ABUNDANCE—Dark pink.

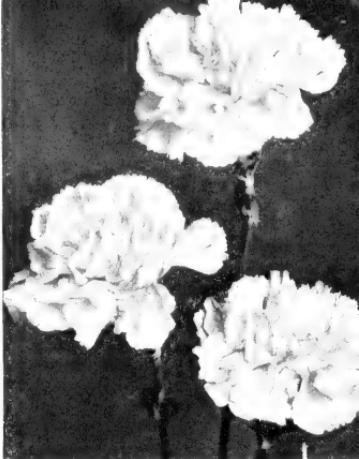
BARBARA BRIGHAM—Variegated orange.

ROBERT ALWOOD—Brilliant red.

PRICES: Carnations, strong pot plants, 20c each, any 3 for 50c, postpaid. Large field plants available after July 15th, 25c each, 3 for 60c, postpaid.

8 Superb \$1 Post Carnations paid

One Each of Any Eight Named Varieties here described—cream of world's best kinds. Strong blooming plants that will produce immense flowers in abundance this year, early and until frost. An astounding offer!



Lovely Heller Carnation



HARDY GARDEN *Iris*

The Iris listed are the **newer** kinds that have definitely proven their merits. The gorgeous colorings of the immense flowers will prove a little breath-taking, we know, if you have never before grown these improved kinds.

CLARA NOYES—Sunset blend of orange, yellow, red. 32 inches. Midseason. 25c each, 6 for \$1.00, postpaid.

DAUNTLESS—Finest bright red. Purple undertone. 40 inches. Midseason. 25c each, 6 for \$1.00, postpaid.

DESERT GOLD—Fragrant, luminous yellow. Early. 35 inches. 25c each, 6 for \$1.00, postpaid.

BLACK WINGS—Midnight-blue with frosty lustre. 36 inches. Midseason. 30c each, 4 for \$1.00, postpaid.

INDIAN CHIEF—Lovely light violet and red. 40 inches. Midseason. 25c each, 6 for \$1.00, postpaid.

WAMBLISKA—Large stately white. 38 inches. Midseason. 25c each, 6 for \$1.00, postpaid.

DORCAS HUTCHESON—New. Fall-blooming. Violet shading. 18 inches. Early. 30c each, 4 for \$1.00, postpaid.

ELEANOR ROOSEVELT—New. Fall-blooming. Fluorite-purple. 26 inches. Early. 30c each, 4 for \$1.00, postpaid.

SOUTHLAND—New. Fall-blooming. Clear lemon-chrome-yellow. 28 inches. Early. 50c each, postpaid.

SPARK—Early blooming intermediate. Bright, rich red. 26 inches. 25c each, 6 for \$1.00, postpaid.

EARLY FLOWERING DAINTY BABY IRIS—Amoena blend, lemon-yellow, golden, ruby-red, deep maroon. Baby Iris. strong plants, 20c each, 3 for 50c, 8 for \$1.00, postpaid.

Colorful GLADS

IMPERIAL—New. Gorgeous lavender-pink.

AFTERGLOW—Deep orange shading to unmarred yellow on lower petals. Distinct and striking.

FLAMING VALE—Tall, long spikes of deep, cardinal-red flowers. Throat deeper red.

FAIREST PEARL—Beautiful cream tinted white with soft yellow on lower petals. An outstanding white.

PICARDY—Pink, tinged apricot. Finest of Gladioli.

PINK DELIGHT—Soft, rich rose-pink. Throat delicate cream. Unusual and distinct.

PREDOMINATOR—Salmon-scarlet with feather of velvety-red on lower petals.

KUNDERD'S YELLOW WONDER—Buttercup yellow with deeper coloring in throat. Winner of many awards.

HIGHLAND LADDIE—Beautiful massive pink.

PRICES: Any 2 for 20c, any 6 for 50c, 90c per doz., postpaid.

MIXED GLADS • A rich mixture of all shades and colors. All large blooming size bulbs. 60c per doz., postpaid. **FINE BULBS ONLY.**





September Bronze, September Gold, September Cloud

M U M S

BRILLIANT NEW POMPON MUMS

SEPTEMBER CLOUD (Bristol, 1942) (See Illustration)—Beautifully rounded blossoms, purest white in color with primrose shading in center, wonderfully dark green contrasting foliage. Nicely rounded, compact plant completely covered with flowers from mid-September until frost. The best white pompon. **40c each, 3 for \$1.15, postpaid.**

SEPTEMBER BRONZE (Bristol, 1942) (See Illustration)—The warm bronze tints of Autumn are beautifully reflected in about the shapeliest little pompon blossoms you have ever seen; quantities of them shading from golden bronze to intense warm bronze simply cover the plant from mid-September on through into November or killing frost. **40c each, 3 for \$1.15, postpaid.**

SEPTEMBER GOLD (Bristol, 1942) (See Illustration)—Brilliant golden-yellow blossoms, trim and neat, twenty-five or more to a spray, completely cover the shapely, well-rounded plants by mid-September and go on and on until the season's end. Colorful mounds, the plants are 18 in. high—much wider—the first season. Immensely prolific. **40c each, 3 for \$1.15, postpaid.**

Special Offer

1 Each of These New Pompons

1 September Bronze
1 September Gold
1 September Cloud

**3 Strong Plants \$1
POSTPAID**

Bronze Cushion (See Page 26)

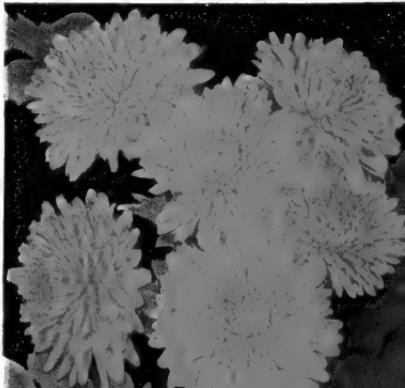
Autumn Glory Chrysanthemum COLLECTION

MOOR—Rich wine-red. **AMOSKEAG**—Light bronze.
BARNEGAT—Semi-double, yellow.

JUDITH ANDERSON—Clear yellow.

SYMPHONY—Mauve-rose. **PRINCE CHARMING**—Single, bronze.

**6 ONE EACH OF THESE GREAT
VARIETIES—STRONG PLANTS** **60c**
POSTPAID



To Brighten Your Fall Garden

NEW! OUTSTANDING CHRYSANTHEMUMS

These famous New Castle Chrysanthemums are among the most beautiful of all outdoor flowers, and our list includes every color and shade imaginable. We are justly proud of this modern, up-to-date list of the finest kinds. Blooming in fall, they continue showing gorgeous flowers even after heavy snow. They are indeed the glory of the autumn days. Blooming dates and approximate heights are given at end of each description.

LAVENDER LADY (Bristol, 1939) (See Illustration)—Blooms true lavender, a rare and much sought for color in the floral kingdom. No trace of mauve, purple, or magenta appears under any light condition. Flowers full double, 3 inches in diameter, and perfectly spaced on branching sprays. Blooms October 8th. Height 2½ ft. 25c each, 4 for \$1.00. Postpaid.

GOBLIN (Bristol, 1940)—A lovely, distinct, warm golden-bronze—attains perfection for Halloween. Airy, graceful. Height 2 ft. 25c each, 4 for \$1.00. Postpaid.

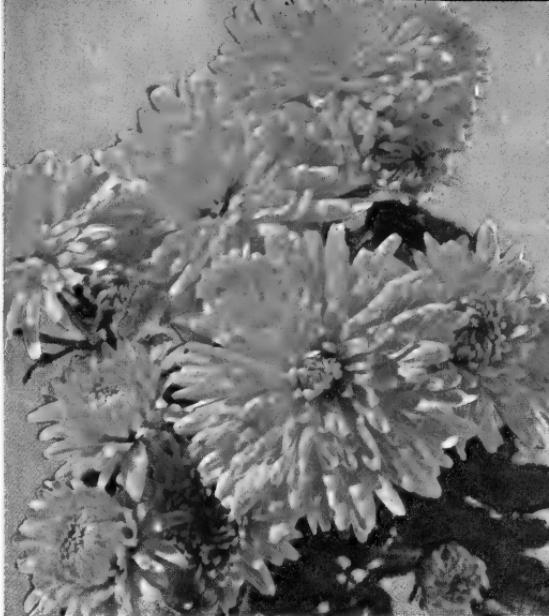
PYGMY GOLD (Bristol, 1938)—Distinctive dwarf, golden yellow. Miniature flowers one inch across. Remarkable bushy habit of growth and early, free-flowering habits. Sept. 10th. 20c each, 3 for 50c.

MRS. P. S. du PONT, III (Bristol, 1941) (See Illustration)—One of the finest Chrysanthemums yet produced. The dominant shade is soft peach-pink, tinted with luminous sheen. The unusual new color of the double shapely flowers coupled with the hardiness and vigor of the free-flowering plant make this the perfect Chrysanthemum. 30c each, 4 for \$1.00. Postpaid.

JASPER SPOON (1941 Introduction)—The highly artistic flowers are composed of slender tubular petals flattening into little miniature spoons near the ends. The tubes are arranged in a nearly double pattern radiating from a small yellow center, colored a soft, clear yellow, shading into brilliant jasper-red at the spoons near the outer ends. The most unusual of all the great garden Chrysanthemums. 25c each, 5 for \$1.00. Postpaid.

ROSE SPOON (1941 Introduction)—Large showy flowers a full 3 inches in diameter of luminous rose. The tubes raise upward from the center, giving a highly pleasing effect. 25c each, 5 for \$1.00. Postpaid.

GOLDEN SPOON (1941 Introduction)—A profuse bloomer covered in autumn with semi-double flowers of glistening, bright, golden yellow with delightful apricot sheen. 25c each, 5 for \$1.00. Postpaid.



Mrs. P. S. duPont, III

DEAN KAY—One of the hardiest Chrysanthemums now known. Will winter without damage in even the most Northern states. The semi-double flowers, colored a pleasing lavender-pink, are borne in profusion from early summer until hard frost and snow. 25c each, 5 for \$1.00. Postpaid.

PRINCE CHARMING—A truly charming new kind, bearing large, single, bronze flowers on strong erect stems. Early. 25c each, 5 for \$1.00. Postpaid.

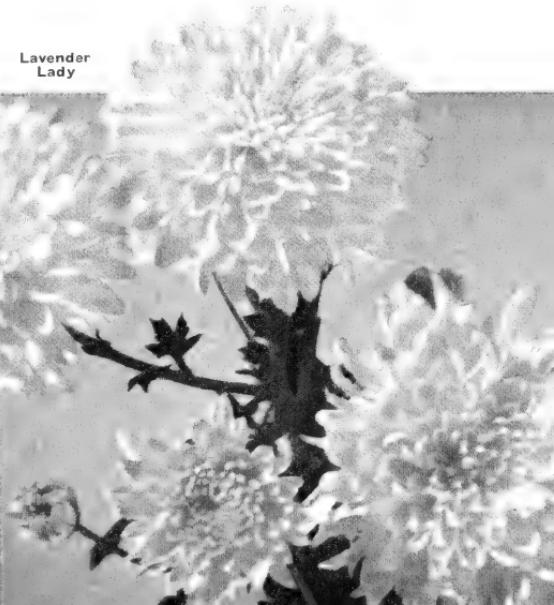
HARDY CUSHION MUMS

RED CUSHION—A new well-formed Cushion variety, bearing flowers earlier than the older variety of the same name. Of compact growth, excellent hardiness, and fine form. 25c each, 5 for \$1.00. Postpaid.

YELLOW CUSHION—New, golden yellow cushion Mum, quickly develops into a compact mound-shaped plant. Completely covered with clear golden yellow, double blooms. Striking novelty. 20c each, 3 for 50c.

Lavender
Lady

All
Chrysanthemums
on Pages 24, 25, 26
are sent
POSTPAID
AFTER APRIL 15th



RAINBOW COLLECTION CUSHION MUMS

Sensational new hardy Cushion Mums, 700 to 1000 perfect blooms on a single plant first year. We offer 1 each strong blooming plants, Pink, White, Bronze, Red, Yellow Cushion Mums. All labeled.

5 IN ALL . . . 70c POSTPAID

NEW CASTLE

Chrysanthemums

HARVEST GOLD—Beautiful golden yellow blooms of fine substance borne from August through fall. The plant is vigorous and of compact habit, rarely exceeding a height of 12 inches. 25c each, 5 for \$1.00. Postpaid.

LITTLE BOB—A charming low-growing variety from England that is different and considerably better than the popular Cushions. The plant forms a perfectly symmetrical mound of sturdy compact growth and produces the double, rich mahogany button flowers in great profusion in early fall. Strong and wiry stems. 30c each, 4 for \$1.00. Postpaid.

MAJOR CUSHION—Lively, glowing salmon-pink flowers held on stiff stems against a background of deep green, healthy foliage. Flowers fuller and of better substance than Pink Cushion yet has retained the excellence of growing habit and earliness of bloom of this great favorite. Blooms prolifically. This great new variety will be a grand addition to your garden. 25c each, 5 for \$1.00. Ppd.

WHITE CUSHION—This novelty possesses the same habit of growth as the other Cushion Mums and blooms with the same free habit but flowers are snowy white with clear yellow center. 20c each, 3 for 50c. Postpaid.

BRONZE CUSHION (See Illustration, Page 24)—Another member of this unusual family in this variety which flowers a delightful bronze from September 'til frost. 20c each, 3 for 50c. Postpaid.

PINK CUSHION—Low compact bushy growth. As many as 1000 blooms produced on one plant from August to late November. 20c each, 3 for 50c. Postpaid.

NEW VARIETIES

Strong Plants, 20c each, 3 for 50c. Postpaid.

INDIAN SUMMER—Shaggy, double, 3-inch flowers of vivid, glowing orange. Sturdy, erect growth. Of medium height. Bears full blooms October 15th. Outstanding recent introduction.

SYMPHONY—Mauve-rose overcast with a sheen of soft coppery rose. Acquires silvery lilac and faint copper tones upon maturing. Flowers are large, double, and carried on heavy sturdy stems. New. October. Tall.

THE MOOR—Brilliant amaranth-purple or port-wine red. Fully double flowers 3 inches across. Late September. Medium.

CALIPH—The finest velvety red. No Mum so rich and lovely. 2½ ft. Early October.

KING MIDAS—Large bronze-yellow double flowers in late September. Hardy, handsome, free-flowering plant. 2½ ft.

EMBER—Lovely coral-orange and luminous bronze. Late October. 2½ ft.

MANDARIN—Gorgeous variety of recent introduction producing perfect double flowers of coral, salmon, and coppery gold. Early October. Dwarf.

SELECTED FINE VARIETIES

Strong Plants, 20c each, 3 for 50c. Postpaid.

AMOSKEAG—Extremely hardy, dwarf variety bearing semi-double, light bronze flowers. Highly desirable. Mid-September.

BARNEGAT—Lovely semi-double clear yellow. Extremely hardy. Dwarf. Mid-September.

JUDITH ANDERSON—Clear yellow flowers of lovely form. Vigorous and hardy.

ALADDIN—Bears rich coppery bronze flowers which are overlaid with apricot. Flowers in late August. Medium height.

ALL PRICES ON THIS PAGE POSTPAID

Apollo—Korean Mum



JEAN TREADWAY—Tightly formed, beautifully shaped blooms of deep, clear pink, in center shading to soft rose and coral near petal tips. Blooms October 1st. Medium height.

MARIE ANTOINETTE—Deep pink flowers borne October 15th. Medium height.

R. MARION HATTON—Bright canary-yellow blooms freely produced. October 1st. Medium.

RUTH CUMMING—Unusual shadings of terra-cotta bronze. Early October. Medium.

VIVID—Bright rosy red. Fine deep green foliage. October 1st. Medium.

YELLOW NORMANDIE—Bright yellow flowers. October 1st. Medium.

KOREAN MUMS

Strong Plants, 15c each, 4 for 50c. Postpaid.

APOLLO—Large, single flowers of bronze, gold, and salmon. October. Medium.

CERES—Soft bronze. Single with open yellow center. October. Medium.

COUNTRY GIRL—Sparkling pink flowers 3 to 4 inches across. October. Tall.

DAPHNE—Lilac-rose overlaid with daphne-pink. Single. Early October. Medium.

HEBE—Pink suffused with lavender-pink tones. October. Medium.

LOUISE SCHLING—Large, single, salmon-yellow suffused with red. October. Medium.

THALIA—Lively, semi-double, orange-yellow. Compact growth. October. Dwarf.

PROFUSION—Rich coppery old gold, daisy-like flowers in abundance. October. Medium.

LARGE FLOWERING MUMS

Strong Plants, 15c each, 4 for 50c. Postpaid.

AMBASSADOR—Large incurved white. October. Tall.

GOLD LODE—Large clear yellow. October 1st. Medium.

MRS. H. C. KIDDER—Fine yellow. October 25th. Medium.

QUAKER MAID—Pure white. Large. October 5th. Medium.

ROSE PERFECTION—Immense rosy-pink. November. Short.

SILVER SHEEN—Silvery white. October 20th. Medium.

SNOW WHITE—Fine white. Late October. Medium.

HARVARD—Crimson. Late November. Medium.

"SUPERB" SET OF 8 CHRYSANTHEMUMS

These are the varieties with immense flowers that sometimes measure six or seven inches across. Sure to grow and absolutely sure to bloom this year. **Eight superb varieties carefully chosen, our selection, from the above list, 90c postpaid.**

DAINTY BUTTON MUMS

Strong Plants, 15c each, 4 for 50c

IRENE—Miniature, white, button flowers. October 15th. Dwarf.

JEWELL—Large, pink, button blooms. Early October. Dwarf.

PINK DOT—Rose-pink. October. Medium.

The culture of Chrysanthemums is simple. Plant in good rich garden soil and do not overwater but keep plants moist to bottom of the roots. Give good drainage by digging soil deep. After plants develop enrich them with any good standard fertilizer, also mulch with well-rotted manure. Pompons are hardy. Large flowering varieties are semi-hardy and should be mulched heavily or the clumps can be lifted and stored inside during the winter just like Dahlias. Pinch off small side buds if extra large flowers are desired.

ALL PRICES POSTPAID. See Price Instructions Page 3.

Pink Cushion—1000 Flowers on a Single Plant



Hardy Perennials

NEW! NINE FINE VARIETIES FOR YOUR GARDEN

STOKESIA, Blue Moon—Immense light blue, disc-like flowers, 5 to 6 inches in diameter, growing on stiff, 12 to 18 inch stems. Beautiful in the foreground of the border. This vigorous growing, free-flowering perennial is exceptional in merit and distinction. Perfectly hardy, insect free. Easy to grow flowers throughout summer and autumn until hard frosts. A most worth-while addition to the hardy plant garden. 40c each, 3 for \$1.00, postpaid.

PHYSOSTEGIA, Rosy Spire—Strong growing variety, producing fine spikes of rosy crimson flowers. Glossy green foliage. Height 3 to 3½ feet. Blooms from September to October. 35c each, 3 for 90c, postpaid.

SHASTA DAISY, Esther Reed—The finest, and first truly double variety introduced in recent years. Pure white flowers of good, lasting quality are borne in abundance on strong upright stems. Individual blooms measure 4 in. in diameter. The flowers bloom continuously, from June to October. Grows about 18 in. high. 50c each, 3 for \$1.25, postpaid.

VERONICA, Blue Spire (See Page 28 for Illustration)—Far superior to the well-known *Spicata*. Growing 2 feet high, its lovely deep blue spikes show up well in the hardy border. The foliage is clean and plant is of bushy, upright habit. Flowers throughout the early summer. 35c each, 3 for \$1.00, postpaid.

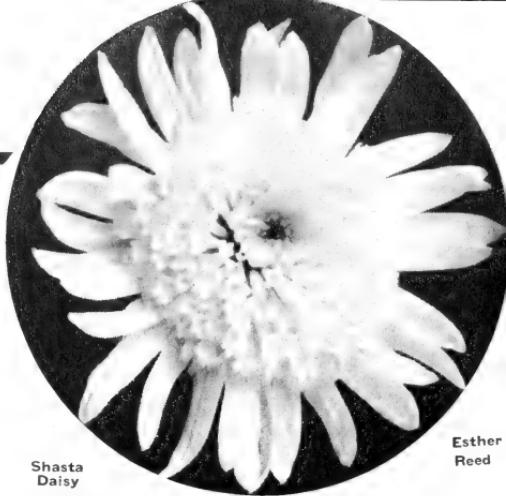
ANTHEMIS, Moonlight—A fine plant for the border, about 2½ feet tall. Perfect habit of growth, blooms all summer. Pale yellow flowers about 2½ inches in diameter, excellent for cutting. 40c each, 3 for \$1.15, postpaid.

Sancta Johannis—Improved form, producing rich, glowing orange Marguerite flowers. 35c each, 3 for \$1.00, postpaid.

ANCHUSA, Myosotidiflora—Height 1½ feet when in bloom, during April and May. Tidy, compact plant, 1½ feet high when in bloom, entirely lacking the coarseness of taller Anchusas. Form a mound of dainty blue flowers resembling the forget-me-not, but borne in branched sprays. Healthy, attractive foliage throughout the entire season. Fine for rock gardens, and shady spots. 35c each, 3 for \$1.00, postpaid.

HELIANTHUS, Coronation Gold—Large perfect double flowers of rich yellow, blooming from August to October. A glorious new species of this favorite perennial. Grows to a height of 4 to 5 feet. 40c each, 3 for \$1.15, postpaid.

HELIOPSIS PATULA, Golden Rays—A beautiful variety, nearly orange-yellow. Three rows of pointed incised petals; large flat flowers. Common name, Hardy Zinnia. 40c each, 3 for \$1.15, postpaid.



Shasta
Daisy

Esther
Reed

122 E. Wyley Ave., East Akron, Ohio

April 13, 1942

A yellow Chrysanthemum I ordered two years ago had blooms over nine inches across. Last fall it was a beauty.

Floy Wyatt

PERENNIALS

The ever-increasing demand for hardy perennials is testimony enough to the adaptability of these gay flowers in making modern gardens more colorful—more enjoyable. In the border plant them in groups of three or more to give substantial color masses. Arrange the taller growing varieties to the back, and design the border with season-through color effect in mind. Space about the same distance as the height of the variety. Heights and blooming times are given in the descriptions.

ACHILLEA, The Pearl—2 ft. Double white flowers produced in large sprays all summer. Fine for cutting.

ALYSSUM, Saxatile Compactum—9 to 12 in. Dwarf Golden Tuft, Basket of Gold. One of the showiest of spring flowers. Blooms April and May.

ANTHEMIS (See Left Above.)

AQUILEGIA, Crimson Star (See Illustration)—2 ft. Bright blood-crimson sepals and spurs with white petals. New and attractive. The large flowers appear in spring and early summer.

Mrs. Scott Elliot's Hybrids—2 ft. Large long-spurred flowers. Blooms during late spring and summer.

Mixed—Fine mixture of types and colors.

ANCHUSA, Myosotidiflora (See Left Above).

ASCLEPIAS, Tuberosa (Orange Butterfly Plant)—An unusually attractive plant bearing umbels of bright orange flowers in July and August. Much sought for because of its rare bright color.

STRONG, HEAVY PERENNIALS

PRICES OF ALL VARIETIES—PAGES 27, 28, 29

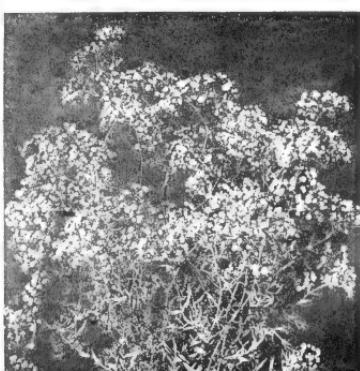
30c each, 4 for \$1.00, 12 for \$2.50 (except where noted)

ALL POSTPAID

Aster, Harrington's Pink



Gypsophila, Bristol Fairy



HARDY PERENNIALS



Veronica, Blue Spire

ASTER, Amethyst—3 ft. Outstanding purple-blue Aster. The nearly double flowers appear in September by the hundreds on sturdy upright stems.

Beechwood Challenger—5 ft. Flowers clear red with bright yellow centers. Strong disease-resistant plants are covered with a mass of crimson bloom through September. (See illustration.)

Mt. Everest—3½ ft. Finest of white Aster. An abundance of lateral growth makes the plant a pyramid of gorgeous yellow-centered. For the fall-blooming border.

Nancy—Extremely bushy, dwarf growing plants covered in September with delicate flesh-pink flowers. Vigorous and disease resistant.

Harrington's Pink—The first of the truly pink Aster. The study plants are literally covered in September with the clearest shining pink flowers imaginable. 30c each, 4 for \$1.00, postpaid.

Lavanda—Purplish-lavender. Bushy, low-growing plants. Blooms in September, until heavy frost.

Aster, Amethyst



Strong, Heavy Perennials on this page, 30c each, 4 for \$1.00

12 for \$2.50, Postpaid

BLEEDING HEART—2½ ft. Deep rose heart-shaped flowers gracefully drooping from willowy stems. Blooms April-June.

CARNATION, Crimson King—1½ ft. Free blooming, hardy variety bearing dazzling crimson flowers from spring through the fall with remarkable abundance. Long slender stems for cutting.

CASSIA, Marylandica (Indian Senna)—Handsome plants with pinnate foliage and numerous racemes of showy, yellow flowers during July and August. After blooming the foliage appears a delightful brownish green, making it highly desirable for foliage arrangements.

DELPHINIUM, Blackmore and Langdon Hybrids—4 ft. Plants tall and erect. Mixed hybrids displaying a dazzling array of colors ranging from light blue to delicate pink.

Belladonna Improved—4 ft. Flowers exquisite truquoise-blue, unexcelled in delicacy and beauty. Blooms more freely than any other variety from June until frost.

Bellamomus Improved—4 ft. An exact counterpart of Belladonna. Improved except blooms rich deep blue.

Pacific Giants—Double white.

U. R. Pacific Giants—Mixed colors.

Wrexham Strain—Mixed colors.

DIANTHUS Plumarius (Clove Pink)—12 in. Clear pink shading to various degrees of red. Blooms the entire season. Extremely hardy and of vigorous growth.

Loveliness—A lovely new variety with mauve-pink deeply laciniated flowers. Exquisitely scented. Blooms freely and profusely. 12 inches.

Rose Cushion—Bright rose colored flowers are quite erect, they do not droop.

Silver Mine—Flowers are pure white, very free, and constant from June until September. 40c each, 3 for \$1.10.

NEW!

Little Joe—The most interesting and desirable of the new Dianthus introductions. The compact plants are made up of distinct blue, piney foliage bearing large, single flowers of deep crimson the

Aster, Beechwood Challenger



season through. Its disease resistance and the profusion of the blooms even up until heavy frost make this a grand plant. 25c each, 5 for \$1.00, postpaid.

GAILLARDIA, Burgundy—2 ft. 2½-inch wine-red flowers, borne on stiff long stems from June until frost.

Dazzler—2 ft. Large golden yellow flowers, rich maroon-red center.

Goblin—1 to 1½ ft. Profuse blooming dwarf variety. Large bright yellow flowers zoned in red.

GYPSOPHILA (Baby's Breath).

Bristol Fairy (See Illustration)—2 to 3 ft. Large panicles of double white flowers borne continuously all season.

Flamingo—The finest of all Baby's Breath. Dainty, pale pink during the summer months appearing deeper during the fall. The foamy, delicate heads of dainty flowers blend beautifully in floral arrangements. 50c each, 3 for \$1.35.

HELIANTHUS, Coronation Gold (See Page 27 for description.)

HELIOPSIS PATULA (See Page 27 for description).

HEMEROCALLIS (Daylilies)—Recent improvements have made this old favorite perennial—much sought for. Hardy, prolific, beautiful.

Mrs. W. H. Wyman—Lovely light pale lemon-yellow flowers on 4-foot stems. August 1st. Very free-flowering and lasts a long time. Latest to bloom.

J. A. Crawford—Rich apricot-yellow shaded light cadmium. Many flowers on 4-foot stems; at their best about June 25th.

Hyperion—Flowers are a fine citron yellow produced in great numbers on stout stems. Finest pale yellow Hemerocallis available at present at a popular price. Buds open well in water and emit a most delightful fragrance. Blooms in July and early August. 50c each.

Dr. Regel—Handsome, rich orange-yellow flowers in May. Very fragrant. Fine for cutting. 1½ feet.

Kwanso flora plena—Large, double-flowered variety with rich golden bronze flowers in July and August.

Will be shipped at proper planting time which is early fall.

HIBISCUS (Marshmallow)—6 ft. Enormous single blooms from June to September. Red, Pink, or White.

LIATRIS (Blazing Star)—Produces long slender spikes 4 feet in height of rich, clear purple in early September. Fine keeping qualities.

SEE PRICES PAGE 27

HARDY ASTER COLLECTION

4 GREAT KINDS, ONLY 80c

Amethyst—Lovely lavender-blue during the autumn days.

Lavanda—Bushy, dwarf plant. Lovely purplish lavender.

Mt. Everest—Pure white flowers covering a pyramidal plant.

Nancy—Pale pink blooms on compact dwarf plant.

One Sturdy Plant Each of These Fine, Hardy, Fall-Blooming Asters, 4 in all.

Only 80c Postpaid

for Permanency - Beauty

ORIENTAL POPPIES—Tremendous cup-shaped blooms, in clumps, which add brilliancy to the border no other flower can give.

Wurtembergia—A striking flower of great size and substance. Brilliant glowing rose-red in color.

Mrs. Bariego—Unusual, new! Fine salmon-pink poppy.

Beauty of Livermore—The finest dark crimson with black blotch; fine flowers freely produced.

Olympia—The flowers, when fully developed, are about 4 inches in diameter; when first opening full double, but show a bunch of stamens as they mature. It is a brilliant rich flame-scarlet overlaid with glistening golden salmon.

Perry's White—The flowers are a fine satiny white with a crimson-maroon blotch at the base of each petal.

PARDANTHUS Chinensis (Blackberry Lily)—A lovely old-fashioned flower of attractive orange spotted, black. Late in the season, shiny black seeds resembling blackberries are formed.

PENTSTEMON, Garnet—Not enough can be said about this great new introduction. Large flowers, vigorous habit of growth, rich, deep garnet color, resistance to disease, ease of culture, profuseness of blooms, and flowering season from June through 'til frost, leaves virtually nothing lacking in this great perennial. The flowers are carried on stems 12 to 18 inches tall and when cut last a full week in water. The plant is of spreading and bushy habit of growth, yielding from six to twelve spikes of bloom through its blooming season. The deep garnet color is rich and handsome. Very hardy. 30c each, 4 for \$1.00.

Firebird—Large flower on stems about 18 to 24 inches tall, beautiful ruby-crimson. Easily grown, is free from insect pests, flowers freely. Fine cut flower. 40c each, 3 for \$1.15.

PHYSOSTEGIA Compacta—1 1/2 ft. Rose-colored flowers in close compact spikes. Popular because of the delicate beauty of the tubular blooms supported on dense, bright green plants.

Rosy Spire—(See Page 27 for Description.)

PLATYCODON, Early Giant Blue—2 1/2 ft. Large blue, cup-shaped flowers of great beauty. July to October.

PYRETHRUM Roseum (Painted Daisy) —2 ft. Rosy red blooms appearing on the plants through May and June.

SHASTA DAISY, Diener's Double Fringed—2 ft. The large shaggy flowers are made up of a double row of narrow petals which are curled and frilled outward from the yellow center, giving the bloom almost the appearance of a large shaggy Chrysanthemum. The plant is vigorous and produces the unusual blooms during mid-summer and early fall. Outstanding. 35c each, 3 for \$0.90.

Esther Reed—(See Page 27 for Description.)

STRONG, HEAVY PERENNIALS

Pages 27, 28, and 29

(Except where noted)

30c each, 4 for \$1.00, 12 for \$2.50

ALL POSTPAID



Oriental Poppies



Liatris



Aquilegia
Crimson
Star

STOKESIA, Blue Moon—(See Page 27 for description.)

TRITOMA (Red Hot Poker), Mt. Etna—4 ft. Rich orange-scarlet and coral-orange waxy flowers. Late summer until October. Excellent cut flower. 35c each, 3 for \$1.00.

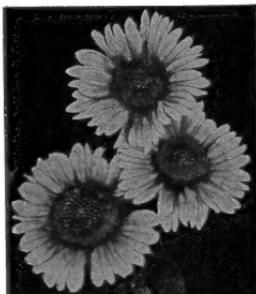
VERBENA (New Red)—New hardy, vine-like plant. Continuous bloomer.

VERONICA (Speedwell), Incana—1 ft. Numerous flowers of rich blue held on a graceful spike in July and August. White, woolly foliage gives unusual appearance to variety even when out of bloom. Splendid for edgings and for the rock garden.

Blue Spire—(See Page 27 for description.)



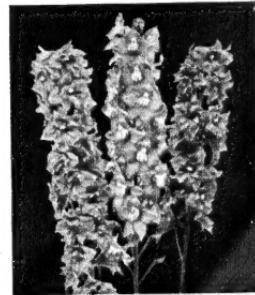
Platycodon



Gaillardia



Bleeding Heart



Hybrid Delphinium

\$1

Bargains

THAT SAVE YOU MONEY

Real honest-to-goodness bargains—taken from our standard stock of fine plants. Every offer on this page is worth far more than the price asked . . . so don't fail to take advantage of these wonderful money-saving bargains!

GREAT TRIAL COLLECTION

Eight healthy, strong, sure-to-grow Roses—in all shades and colors.

CRIMSON BEAUTY—Improved Gruss an Teplitz.

ALEXANDER H. GRAY—Gorgeous yellow.

BABY DOLL—Gold and crimson.

Five others, our selection, bush and climbing kinds, each individually labeled for

ONLY **\$1.00** POSTPAID

10 Hardy CHRYSANTHEMUMS

1 JEWEL—Pink Button.

1 JEAN TREADWAY—Shell-pink.

1 PINK CUSHION—Famous early flowering pink.

1 IRENE—Dainty white Button.

1 PSYCHE—Dainty pink.

1 R. MARION HATTON—Clear yellow.

Six named varieties, individually labeled, four our selection. Ten sturdy Chrysanthemums, for

\$1.00 POSTPAID

WONDER DELPHINIUM COLLECTION

Four Gorgeous Delphiniums, \$1.00, postpaid

1 PACIFIC DOUBLE WHITE.

1 GOLD MEDAL HYBRID.

1 BLACKMORE AND LANGDON STRAIN HYBRID.

1 BELLAMOSUM—Deep blue.

These four great kinds for only

\$1.00 POSTPAID

CRIMSON BEAUTY COLLECTION

Seven Everblooming Bush Roses

ONLY **\$1.00** POSTPAID

CRIMSON BEAUTY—Large red.

LADY HILLINGDON—Apricot-orange.

MME. F. KRUGER—Salmon-pink.

BLUMENSCHMIDT—Yellow.

F. R. PATZER—Buff-pink.

Two other fine kinds, individually labeled, our selection.

SPECIAL PERENNIAL COLLECTION

Five Sturdy Perennials, an entire perennial garden to give bloom the season through.

1 GAILLARDIA, Goblin—Blooms June till frost.

1 PENSTEMON, Garnet—Tall, garnet-red flowers.

1 DIANTHUS plumarius—Everblooming.

1 CARNATION, Crimson King—Flowers all the time.

1 ASTER, Nancy—Dwarf, flesh-pink.

Five Strong Perennials listed Above

FOR ONLY **\$1.00** POSTPAID

All Collections Sent Postpaid.

Our Evidence of Universal Satisfaction . . .

Not what we say, but what others say, voluntarily. Thousands of our friends take the time and trouble to write us from all over the world. Here are a few of their letters. If you think that you can not have beautiful results—just read these letters from amateurs and beginners. They show the high quality of our plants—how easy it is to succeed with them and that they “go and grow” everywhere.

1412 N. Long Beach Blvd., Compton, Calif.
September 28, 1942

We wish to thank you for your kindness in sending the Pink Carnation which arrived yesterday. It looks like a very nice plant. The white one is now in full bloom, the first buds having completely opened in just the last few days and they are much admired by our friends for their fullness and fragrance.

When your pink carnation arrived it just happened that a friend of ours was visiting Mrs. Weideman. Well, Mrs. Weideman said, you open this up and see for yourself how nice this is shipped, with such care and her friend was quite interested and asked for one of your order blanks. She is going to send you an order for several things.

Carl H. Weideman

4607 King William Road, Richmond, Va.

April 3, 1942

My order for Roses came in splendid condition and I am very much pleased with it.

Mrs. W. Gay Smith

Dubuque, Iowa, October 5, 1942

The roses I purchased from you the past Summer made better growth, and gave more blooms than others purchased elsewhere. These were own-root, while the others were budded bushes.

Frederick Fuerst

INDEX

On this page we give a complete alphabetical list of all the Roses offered in this book, showing the class to which they belong and the page on which they are described. Abbreviations used: Tea, Everblooming Teas; H.T., Hybrid Teas; H.P., Hybrid Perpetuals; C.T., Climbing Teas; H.C., Hardy Climbing; M., Moss; P., Polyantha; Rug., Rugosa; C.H.T., Climbing Hybrid Teas; Rou., Rouletti.

Varieties	Class	Page	Varieties	Class	Page	Varieties	Class	Page
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Excelsa	H.C.	19						

HELLER BROS. COMPANY, NEW CASTLE, INDIANA

La Champagne . . .

- a Really Great Rose!

This is an outstanding, hardy, everblooming bush Rose of great merit and very rare. Its vigor, the beauty of its fancy colored bloom, its resistance to disease and abundant production of lovely flowers is equal, we believe, to any and all **Roses now in existence.** Seldom during the entire season from June 'til frost is **La Champagne** without bloom — usually heavily laden with an abundance of gorgeous flowers. The buds are long, airily carried, and graceful; color peach-pink with lilac overtones near the base, shading through peach to buff and lighter tones near the petal tips. These expand into large cup-shaped blooms colored delicate peach, shaded

richer peach near the center. The petals are unusually broad, giving the full blown flowers great size—25 to 30 petals. They are marvelously beautiful.

Strong and vigorous plants produce sturdy stems that hold the buds and blooms airily erect and straight, even after heavy rains.

Although **La Champagne** is not an absolutely hardy variety, it need not rely upon the allure of newness for its great popularity. It will prove its merits and grand qualities for you as it has for us. It is very rare and not found in many collections.

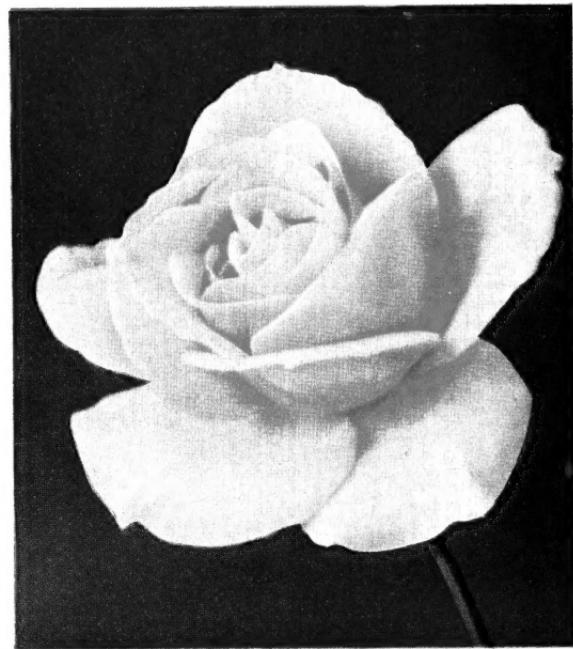
We do not hesitate to recommend **La Champagne** for the North, the South, the East, or the West—in short, wherever Roses are grown. It will grow, flourish and produce its strikingly colored flowers anywhere, if given but half a chance. **Order Now.** Stock is scarce! A great Rose like this comes to us only once in a lifetime.

PRICES

Strong 1st size Roses, 35c each; 3 for \$1.00, Postpaid

2-year plants, \$1.00 each; 2 for \$1.75; 6 for \$4.50; star size, \$1.25 each

(Dormant 2-year plants shipped postpaid until April 15, 1943. After April 15th, 2-year and star size Roses will be potted plants, shipping charges collect. See Page 3.)



La Champagne—A Really Great Rose

HELLER BROS. CO., New Castle, Indiana

P. J. LYNCH AND SONS, Owners